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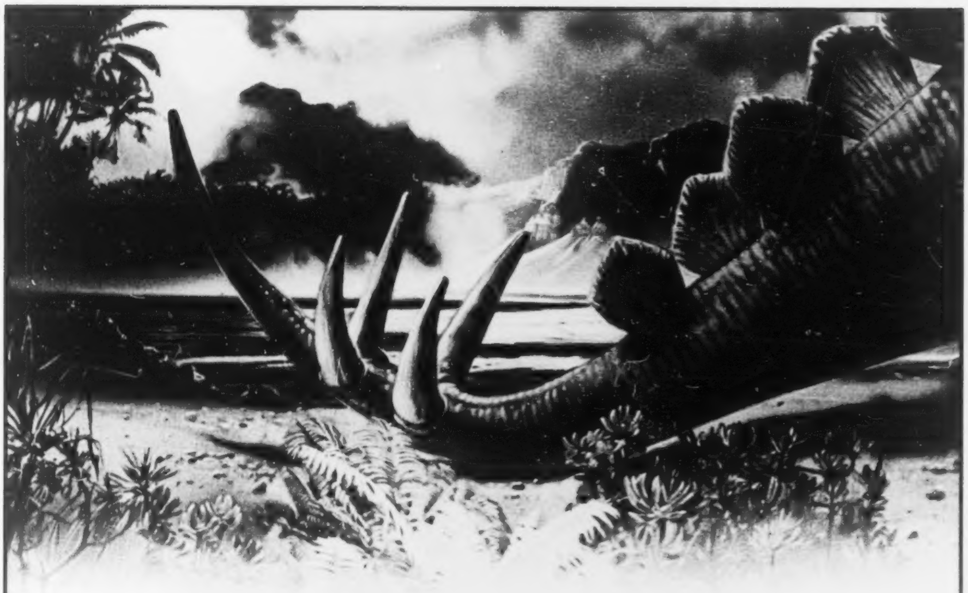
The Fifth Estate

RADIO · TELEVISION · CABLE · SATELLITE

Broadcasting Nov 3



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Executive Producers: Benjamin Melniker and Michael E. Uslan.
Animated by DIC Enterprises.
An RCA Video Production in association with Columbia Pictures Television.

Columbia Pictures Television

65 half-hours available Fall 1987.

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56th Year 1986

Networks losing ground

No deal

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Vol. 111 No. 18

Broadcasting ▨ Nov 3

The course of network HUT levels
Special Report on the BBC's 50th TV anniversary
"At Large" with USIA's Charles Wick

NUMBERS PUZZLE □ Network executives try to pinpoint drop in ratings figures with sampling problems among the suspicions. **PAGE 35.**

ROADBLOCK □ Networks reject latest financial interest proposal negotiated with Hollywood. **PAGE 37.**

IN PLACE □ NBC completes its checkerboard schedule for next fall. **PAGE 38.**

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FOREIGN FARE □ Loosening of government restrictions on marketplace gaining momentum in Europe, as Intelevent 86 attests. **PAGE 68.**

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FIRST TIME AROUND □ SMPTE's show at new location, New York's Jacob Javits convention center, experiences first-time growing pains. **PAGE 71.**

WICK AT LARGE □ USIA director Charles Wick discusses the expansion of Worldnet and charts its role in the world tomorrow. **PAGE 78.**

RATE REVIEW □ Burgeoning Atlantic Cable Show hears panelists caution against too great an increase in cable rates. **PAGE 81.**

NBMC CONFAB □ Winfrey, Robinson, Dawson among speakers at National Black Media Coalition. **PAGE 87.**

CUSTOMER SERVICE □ A sensitivity toward the cable subscriber has been one of the hallmarks of Comcast Cable President and CEO Robert Clasen. **PAGE 111.**

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Programing

Fox continues to shape its schedule

Cosby project among comedies under consideration for company's prime time schedule, next March

Fox Broadcasting Co. has made commitments to a one-hour adventure program and five half-hour comedies for the weekend block of prime time shows it will roll out next March. FBC is still looking for three half-hour comedies to fill out the schedule and is considering a script from Bill Cosby for one of those slots.

Sources in the program community said Cosby sold the concept for the program, with the working title, *London Fog*, to Fox and that a production company known as Wits End Productions has been established by Cosby and Fox to develop several script versions for a pilot. Fox is considering whether to go ahead with a pilot; one source close to the situation said last week it is leaning toward a go-ahead. Bill Cosby would not have an on-camera role in the program and would not be the line producer. However, it is possible he would involve himself with script development of the show, and if it is picked up, he may be listed in the credits as executive producer.

Details of the story line for *London Fog* were sketchy last week, but programing sources say it is about an American family that inherits an English mansion. A spokesman for Cosby confirmed he has sold the concept to Fox, but he could not confirm what Cosby's role would be if Fox picks up the series. The spokesman also said he could not confirm Cosby's participation in Wits End. Sources indicated, however, that Carsey-Werner Productions, which produces *The Cosby Show* in association with Bill Cosby, is not involved in *London Fog*.

Among other projects FBC is considering to fill out its initial prime time block is a comedy developed by Jim Brooks, whose Gracie Films has recently produced two theatrical films for the Fox studio. Hollywood sources said Brooks is trying to keep a lid on the details of his project for FBC, but it is known that it will mix a variety performance element with comedy. It is understood that Brooks has a pilot commitment from FBC, and probably a series commitment.

Among other scripts, FBC has under consideration is one from writer/producer Savage . Steve Holland for a program with the working title, *Beans Baxter*. There is no word on the story line. An FBC spokesman said he could not comment on the company's development projects other than those programs that have been announced.

The latest programs to be picked up by FBC include *Married...With Children*, from Embassy Communications, about a lower middle class family—the father is a shoe salesman—whose home life is in disarray. FBC also recently picked up a half-hour

Mets-Sox deliver NBC another win

NBC, bolstered by the World Series, continued shutting out its network competitors by winning the fifth consecutive week of the prime time season. With World Series games three through six, NBC took the week ending Oct. 26 with a 21.7/34—leaving its closest competition, CBS, behind by a full six rating points and nine share points. CBS closed out the week with a 15.7/25. ABC scored with a 14.1/22. Last year it was ABC's win: The network closed the week with a 22.3/34, ahead of NBC's 16.3/25 and CBS's 16.2/25.

In evening news, NBC pushed narrowly ahead of CBS, scoring a 10.9/22 against CBS's 10.8/21. ABC closed with a 10.3/20. Last year, the numbers were: CBS 12.1/23, NBC 10.6/20 and ABC 9.9/20. HUT levels (homes using television) were up slightly this week, standing at 63.7% against last week's 63.5%. This week's HUT was down when compared with last year's 64.9%.

In its steady push towards game seven (played Monday, Oct. 27) the World Series gathered greater shares each night. Game three (Tuesday) racked up a 25.6/40; game four (Wednesday), a 26.0/41; game five (Thursday), a 29.8/47, and game six (Saturday), a 30.3/52. The series finale, game seven—which will be part of the ratings numbers for week six—topped out the list with a 38.9/55.

As high as this final share number was, it was still only one share point higher than ***The Cosby Show***'s season-to-date average of 54. ***Cosby*** held onto first place in the fifth week's numbers with a 35.4/54. Game six took second place while game five took third. CBS's ***60 Minutes*** took fourth with a 26.3/40, while game four took fifth place and game three took sixth. Unless last Thursday's ***Cosby*** scored better than a 38.9/55, NBC will be in the ironic position of having unseated ***Cosby*** from first with its own special programing. Game five, which ran immediately after ***Cosby*** and was the only series game delayed for a prime time show, lost audience share from the sitcom, dropping 5.6 rating points and seven share points to a 29.8/47. Game five ran against ABC's ***Colbys*** (10.7/16) and ***20/20*** (11.3/19) and CBS's ***Knots Landing*** (15.6/23) and ***Kay O'Brien*** (11.4/19).

CBS won Monday, Friday and Sunday. NBC took the rest.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.4/54
2.	World Series, Game 6	NBC	30.3/52
3.	World Series, Game 5	NBC	29.8/47
4.	60 Minutes	CBS	26.3/40
5.	World Series, Game 4	NBC	26.0/41
6.	World Series, Game 3	NBC	25.6/40
7.	Murder She Wrote	CBS	25.3/37
8.	Growing Pains	ABC	21.4/31
9.	Who's the Boss	ABC	21.1/32
10.	Moonlighting	ABC	20.7/30
11.	Newhart	CBS	20.4/30
12.	Dallas	CBS	20.3/33
13.	My Sister Sam	CBS	19.2/28
14.	World Series, pregame 6	NBC	18.6/35
15.	NFL Monday Night Football	ABC	18.5/31
16.	Easy Prey	ABC	18.5/29
17.	Kate & Allie	CBS	18.5/27
18.	Designing Women	ABC	18.5/27
19.	Who is Julia?	CBS	18.4/29
20.	Miami Vice	NBC	17.9/29
21.	Dynasty	ABC	17.8/26
22.	World Series, pregame 3	NBC	17.3/28
23.	Cagney & Lacey	CBS	17.1/28
24	Falcon Crest	CBS	16.9/29
25.	Head of the Class	ABC	16.7/24
26.	Perfect Strangers	ABC	16.2/25
27.	L.A. Law	NBC	15.9/28
28.	World Series, pregame 4	NBC	15.8/26
29.	Knots Landing	CBS	15.6/23
30.	ALF	NBC	15.6/23
31.	Officer & Gentleman	NBC	15.3/25
32.	The Natural	NBC	15.2/26
33.	Simon & Simon	CBS	14.8/22
34.	Hotel	ABC	14.6/24
35.	Easy Street	NBC	14.5/21
36.	NFL Football (Sun.)	NBC	14.4/24
37.	The B.R.A.T. Patrol	ABC	14.4/21
38.	Charlie Brown Special	CBS	14.3/24
39.	Magnum P.I.	CBS	14.1/21
40.	A Team	NBC	14.0/24
41.	Our House	NBC	13.9/21
42.	Garfield Special	CBS	13.7/24
43.	AIDS Hits Home	CBS	13.6/20
44.	Johnnie Mae Gibson: FBI	CBS	13.3/20
45.	MacGyver	ABC	13.1/20
46.	Equalizer	CBS	12.9/21
47.	Webster	ABC	12.7/22
48.	Mr. Belvedere	ABC	12.5/21
49.	Amazing Stories	NBC	12.4/18
50.	The Wizard	CBS	11.7/17
51.	Jack & Mike	ABC	11.5/19
52.	Kay O'Brien	CBS	11.4/19
53.	20/20	ABC	11.3/19
54.	Spenser: For Hire	ABC	11.2/18
55.	Sledge Hammer	ABC	11.0/18
56.	Colbys	ABC	10.7/16
57.	Psycho II	CBS	10.2/17
58.	Downtown	CBS	9.7/16
59.	Starman	ABC	9.6/17
60.	Sidekicks	ABC	9.4/15
61.	Heart of the City	ABC	9.3/15
62.	Life With Lucy	ABC	8.7/15
63.	Ellen Burstyn Show	ABC	8.2/13
64.	Our World	ABC	5.9/9

*indicates premiere episode

27.

■ WGFW (1580 khz) Morovis, P.R.—Seeks CP to operate experimental synchronous station at Manati, P.R., simultaneously with WGFW Morovis, P.R., on same frequency, with 100 w. App. Oct. 24.

Accepted

■ KRML (1410 khz) Carmel, Calif.—Seeks MP to change TL. App. Oct. 22.

■ WRCP (1290 khz) Providence, R.I.—Seeks CP to make changes in ant. sys. App. Oct. 22.

■ KIXI (880 khz) Mercer Island, Wash.—Seeks mod. of lic. to move SL to 113 Dexter Ave., Seattle. App. Oct. 22.

FM's

Tendered

■ *WCWS-FM (91.9 mhz) Wooster, Ohio—Seeks CP to change freq. to 90.9 mhz and change ERP to 3 kw. App. Oct. 24.

Accepted

■ WLHQ (96.9 mhz) Enterprise, Ala.—Seeks CP to change TL and change HAAT to 1,026.64 ft. App. Oct. 27.

■ KSEQ (97.1 mhz) Visalia, Calif.—Seeks CP to change ERP to 17 kw and change HAAT to 777.36 ft. App. Oct. 22.

■ KYOU (92.5 mhz) Greeley, Colo.—Seeks CP to change TL; change ERP to 45 kw, and change HAAT to 1,300 ft. App. Oct. 22.

■ WASH (97.1 mhz) Washington—Seeks CP to change ERP to 26 kw. App. Oct. 22.

■ WLEQ (96.1 mhz) Bonita Springs, Fla.—Seeks CP to change TL and change HAAT to 1,122 ft. App. Oct. 22.

■ WATD-FM (95.9 mhz) Marshfield, Mass.—Seeks CP to install aux. sys. App. Oct. 22.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks CP to install aux. sys. App. Oct. 22.

■ WSNX-FM (104.5 mhz) Muskegon, Mich.—Seeks mod. of CP to change TL and change HAAT to 593.02 ft. App. Oct. 22.

■ WKNZ (101.7 mhz) Collins, Miss.—Seeks mod. of lic. to move SL outside community of lic. App. Oct. 22.

■ KZBC (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. App. Oct. 27.

■ WVLT (92.1 mhz) Vineland, N.J.—Seeks mod. of lic. to install transmission sys. App. Oct. 24.

■ KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to move SL outside community of lic. App. Oct. 22.

■ WROQ-FM (95.1 mhz) Charlotte, N.C.—Seeks CP to install aux. sys. App. Oct. 22.

■ WHKY-FM (102.9 mhz) Hickory, N.C.—Seeks mod. of CP to change TL; change ERP to 42.4 kw, and change HAAT to 1,385 ft. App. Oct. 22.

■ WKKI (94.3 mhz) Celina, Ohio—Seeks mod. of CP to change ERP to 1.62 kw. App. Oct. 22.

■ KINK (101.9 mhz) Portland, Ore.—Seeks CP to install aux. sys. App. Oct. 22.

■ WNMB (105.5 mhz) North Myrtle Beach, S.C.—Seeks mod. of CP to change TL; change ERP to 2.55 kw, and change HAAT to 350.96 ft. App. Oct. 22.

■ WSBP (92.1 mhz) Saluda, S.C.—Seeks mod. of CP to change ERP to 3 kw; change HAAT to 328 ft., and move SL outside community of lic. App. Oct. 22.

■ KJOJ (106.9 mhz) Conroe, Tex.—Seeks mod. of CP to change TL and change HAAT to 1,128.32 ft. App. Oct. 27.

■ KELT-FM (92.5 mhz) Harlingen, Tex.—Seeks CP to change TL and change HAAT to 1,188.67 ft. App. Oct. 22.

■ WXXX (95.3 mhz) South Burlington, Vt.—Seeks mod. of lic. to move SL to Hotel Vermont, Main Street, Burlington. App. Oct. 27.

■ WVIS (106.1 mhz) Christiansted St. Croix, V.I.—Seeks mod. of CP to change ERP to 50 kw. App. Oct. 27.

TV's

Accepted

■ KTSF (ch. 26) San Francisco—Seeks CP to move SL outside community of lic. App. Oct. 21.

■ WWTO-TV (ch. 35) La Salle, Ill.—Seeks MP to change HAAT to 1,371.04 ft. App. Oct. 24.

■ WVII-TV (ch. 7) Bangor, Me.—Seeks CP to change ERP to vis. 316 kw, aur. 31.6 kw and change HAAT to 819 ft. App. Oct. 24.

■ *WHED-TV (ch. 15) Hanover, N.H.—Seeks CP to change ERP to vis. 88.25 kw. App. Oct. 21.

■ KVIJ-TV (ch. 8) Sayre, Okla.—Seeks CP to change ERP to vis. 131.5 kw, aur. 26.3 kw. App. Oct. 21.

Actions

AM's

■ WYNI (1510 khz) Monroeville, Ala.—Granted app. to change freq. to 930 khz and make changes in ant. sys. Action Oct. 15.

■ KOOL (960 khz) Phoenix—Granted app. to change TL. Action Oct. 15.

■ WPSL (1590 khz) Port St. Lucie, Fla.—Granted app. to increase power to 5 kw. Action Oct. 15.

■ WCZE (820 khz) Chicago—Dismissed app. to change TL. Action Oct. 16.

■ KPRM (870 khz) Park Rapids, Minn.—Granted app. to increase transmitter input power to 550 w. Action Oct. 16.

■ WJMX (970 khz) Florence, S.C.—Granted app. to increase night power to 3 kw; change TL, and make changes in ant. sys. Action Oct. 21.

■ WSKT (1580 khz) Knoxville, Tenn.—Returned app. to change freq. to 1180 khz and change power to 500 w. Action Oct. 20.

■ KSKY (660 khz) Dallas—Granted app. to operate transmitter by remote control. Action Oct. 14.

■ WSPC (1140 khz) St. Paul, Va.—Returned app. to increase day power to 2.5 kw. Action Oct. 20.

FM's

■ KAUL-FM (102.3 mhz) Sheridan, Ark.—Dismissed app. to change HAAT to 298.5 ft. Action Oct. 16.

■ KFNC (105.5 mhz) Stuttgart, Ark.—Returned app. to change TL and change HAAT to 324.4 ft. Action Oct. 16.

■ KRZQ-FM (96.5 mhz) Tahoe City, Calif.—Granted app. to change TL; change ERP to 850 w, and change HAAT to 2,965.12 ft. Action Oct. 20.

■ KHIH (94.7 mhz) Boulder, Colo.—Granted app. to change DA pattern. Action Oct. 16.

■ *KRCC (91.5 mhz) Colorado Springs—Granted app. to change ERP to 1 kw and change TL. Action Oct. 20.

■ KRDZ (900 mhz) Del Norte, Colo.—Granted app. to change TL. Action Oct. 14.

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Salem Media of Oregon, Inc.
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Inspirational Broadcasting Corporation
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for
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Our Associate **Elliot B. Evers** represented the Seller in this transaction, and assisted both parties in negotiations.

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Vol. 111 No. 19

Broadcasting ▱ Nov 10

What the Democratic Senate victory means
"Closeup" of FCC's Jim McKinney
WOR-TV New York comes up with 'Cosby'

POLITICAL FALLOUT □ Signals are mixed from Senate observers on what effect Democratic control of that body will have on communications issues. Hollings to become key communications man in Senate. **PAGE 47.**

ELECTION NIGHT CHANGES □ CBS goes wall-to-wall, NBC and ABC air updates, delay full election-night coverage to later in the evening. **PAGE 50.**

THE MAN BEHIND THE MMB □ In a special profile, BROADCASTING spotlights FCC Mass Media Bureau Chief James McKinney, whose refreshing candor and deregulatory zeal have placed him center stage in communications policymaking. **PAGE 58.**

CHANNEL ASSIGNMENTS □ Marketing council makes recommendations for cable channel lineup for Los Angeles area cable operators. **PAGE 72.**

HEAT SENSOR □ Company is unveiling audience measuring device in New York, a people meter that uses a heat sensor to determine viewing going on in household. **PAGE 72.**

WINNING STREAK □ NBC takes week six on the strength of the seventh game of the World Series and *Cosby*. **PAGE 73.**

SEARCH IS OVER □ NBC and Procter & Gamble cancel *Search for Tomorrow* after 35 years on the air. **PAGE 74.**

FUNNY BONE □ Group W Productions to venture into comedy with new first-run offering, *Together Again*. **PAGE 76.**

STRESS TEST □ Multimedia Entertainment and Blair Entertainment join to produce show that will take an offbeat look at stress in American life. **PAGE 76.**

IN GOOD SHAPE □ Network radio sales, despite slump in other sectors of Fifth Estate, looks to show strong numbers for 1986. **PAGE 77.**

MONEY IN THE POCKET □ Fifth Estate contributes more than $200,000 in final months of '86 campaign. **PAGE 78.**

SAUTER VIEW □ Former CBS News chief discusses his tenure at and departure from that network. **PAGE 86.**

WRITER'S PEN □ Author Renata Adler's book on libel suits against Time and CBS examined. **PAGE 86.**

NOW UNITED □ Satellite Television Industry Association and Direct Broadcast Satellite Association merge into Satellite Broadcasting and Communications Association of America. **PAGE 90.**

FUNDING NEEDS □ PBS president says $100 million needed to reach levels of programing excellence. **PAGE 91.**

CHARTER MEMBER □ David Brinkley, anchor, correspondent and commentator, has played a pivotal role in the development of television journalism. **PAGE 119.**

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remote control device.

The passive innovation of the Voxbox, its heat sensor, is the next step in the process. It monitors not only zapping, as a normal people meter system does, but as the presence of people before a screen. Instead of asking people to continue to key into the system at programed intervals, the voxbox uses the heat sensor to monitor who is entering or leaving the room.

Percy explained that the system will rely on a set body temperature to moniter who is in the room. The system will, he explained, acquire some of its reliablity through recognition of "the Archie Bunker Syndrome," the habit of television viewers to return to the same spot in a room each time they watch. The possibility of the system inadvertently picking up the body temperature of, say a large dog in the room, was not explained.

The information compiled by the combination of the active and passive systems at work in the Voxbox will be relayed to a General Electic mainframe computer at the end of the day through existing telephone lines when neither the set nor the phone line is in use.

Percy said the real challenge in developing the new system was finding a way to get

Game seven, 'Cosby' lift NBC to victory

Something beat *Cosby* in week six of the prime time ratings season, but fortunately for NBC, it was the network's own coverage of the seventh game of the World Series between the New York Mets and the Boston Red Sox. The series finale racked up a 38.9/55 while *Cosby* finished second for the week with a 34.9/52.

All told, NBC took week six with a 19.4/31 while CBS scored a 15.8/25 and ABC a 12.6/20. In the same week last year, the finishing order was NBC 17.5/27; CBS, 16.8/26; ABC, 15.3/24.

The final World Series game, *Cosby* and *Family Ties* ranked first, second and third for week six, as NBC took seven of the top 10 shows. CBS's *Murder, She Wrote* was fourth, while *60 Minutes* ranked sixth. ABC's *Moonlighting* came in ninth, above the World Series pregame show, with a 23.9/37, and just slightly above the comedy's year-to-date average of 23.7/36. Four of the other shows ranked in the week's top 10 did better than their season averages: *Murder, She Wrote, Cheers, 60 Minutes* and *Night Court*. *Family Ties* dropped below its share average of 50, but kept its ratings score higher than the 32.9 average for season-to-date. *Golden Girls* fell below its average of 25.6/44.

In evening news, CBS tied NBC with a 12.0/22. ABC's *World News Tonight* came in with a 10.9/20. A year ago it was CBS, 13.4/23; NBC, 12.4/22; ABC, 11.5/20.

The HUT level (homes using television) was down standing at 62.6%, compared with week five's 63.7%. Week six's HUT level was also down compared to last year's 64.1%.

ABC's *Monday Night Football* (Redskins vs. Giants) couldn't deliver anything close to its 17.2/29 season average when it ran against the World Series, but CBS's Monday night programing lineup performed above average, or close to it. *Cagney & Lacey* showed a drop-off from its 16.3/26 average to 15.9/24, but the show had to compete with the late innings of the series game. The night went NBC, which took the evening with a 37.3/52.8. CBS's Monday night was a 17.4/25.0. ABC's was an 8.7/12.1.

CBS's Tuesday Movie took its usual share of the audience, 24, but the rating was down 0.9 from its season average of 15.3/24. The movie, *Manhunt for Claude Dallas*, along with *The Wizard*'s 10.9/17 put CBS ahead of NBC's *Matlock, Crime Story* and *1986* (12.7/20.6). But ABC's lineup, *Who's the Boss, Growing Pains, Moonlighting* and *Jack and Mike* gave the network the evening with a 20.6/32.9.

ABC also took Wednesday with a 15.6/25.8. NBC took the 8 to 9 p.m. block with *Highway to Heaven* (16.8/27), which beat CBS's *Better Days* (8.5/14) and *Together We Stand* (9.2/15). ABC's *Perfect Strangers* and *Head of the Class* scored a 14.7/24 and 15.9/25, respectively. But ABC took the next two hours with *Dynasty* (17.0/27) and *Hotel* (14.5/26). The evening's 10 to 11 p.m. slot almost slipped away from ABC as CBS's *Equalizer* was just shy of tying *Hotel*'s numbers with its own 14.4/26. The final average for the night was 15.6/25.8 for ABC, 14.8/24.3 for NBC and 13.2/21.8 for CBS.

NBC took Thursday from 8 to 10 p.m., as *Hill Street Blues* (16.3/28), which runs in the 10 to 11 p.m. slot, lost to ABC's *20/20*, which scored a 17.9/31. *Kay O'Brien, Surgeon*, CBS's offering in the same time period, scored an 11.5/20. NBC won Thursday with a 25.6/40. CBS came in next with a 13 3/20.7, with ABC posting an 11.3/17.7.

Friday went to CBS, which won the evening with its lineup of *Scarecrow and Mrs. King, Dallas* and *Falcon Crest*. The last tied NBC's *L.A. Law*, scoring a 15.6/28 and ranking 32d. The numbers for *Falcon Crest* are 0.9 of a ratings point below par and 1 share lower than average (16.5/29). The night went to CBS with a 16.8/28.8. NBC closed out with a 14.7/25.3, while ABC came in with a 9.8/16.6.

Saturday was a clear NBC win, when the network racked up an 18/31.8. CBS scored only an 11.8/21, and ABC only a 7.5/13.3. NBC won every time period in the evening with its lineup of *Facts of Life, 227, Golden Girls, Amen* and *Hunter*.

In the battle of Sunday movies, CBS came out on top with an 18.2/29 for *Something in Common*. This ran better than ABC's "Never Say Never Again," a James Bond adventure, which scored a 15.3/23. Part one of Sidney Sheldon's *Rage of Angels: The Story Continues*, shown on NBC, took a 15.9/25.

To qualify the above statistics: The ABC movie ran at 8-10.49 p.m., while CBS's movie ran at 9-10:55 p.m. (Both were followed by political messages.) *Rage of Angels* began at 9:30 and ran until 11:05 p.m. For the entire evening, CBS's average was a 22.4/34.6, against NBC's 14.7/22.5 and ABC's 14.3/21.7.

Rank	Show	Network	Rating/Share
1.	World Series, Game 7	NBC	38.9/55
2.	Cosby Show	NBC	34.9/52
3.	Family Ties	NBC	33.2/49
4.	Murder, She Wrote	CBS	27.7/40
5.	Cheers	NBC	27.2/41
6.	60 Minutes	CBS	26.0/40
7.	Night Court	NBC	25.6/39
8.	Golden Girls	NBC	25.0/43
9.	Moonlighting	ABC	23.9/37
10.	World Series, pregame 7	NBC	23.7/37
11.	Growing Pains	ABC	22.5/34
12.	Who's the Boss	ABC	22.0/34
13.	Dallas	CBS	20.5/33
14.	Newhart	CBS	20.0/28
15.	Amen	NBC	19.6/34
16.	Designing Women	ABC	18.3/26
17.	CBS Sunday Night Movie	CBS	18.2/29
18.	Kate & Allie	CBS	18.0/26
18.	227	NBC	18.0/31
20.	20/20	ABC	17.9/31
21.	Matlock	NBC	17.6/27
22.	Dynasty	ABC	17.0/27
23.	Highway to Heaven	NBC	16.8/27
24.	Miami Vice	NBC	16.4/27
25.	Hill Street Blues	NBC	16.3/28
26.	Magnum P.I.	CBS	16.2/25
27.	My Sister Sam	CBS	16.0/22
28.	Head of the Class	ABC	15.9/25
28.	Cagney & Lacey	CBS	15.9/24
28.	NBC Sunday Night Movie	NBC	15.9/25
31.	Facts of Life	NBC	15.8/28
32.	Falcon Crest	CBS	15.6/28
32.	L.A. Law	NBC	15.6/28
34.	Jack & Mike	ABC	15.5/27
35.	Knots Landing	CBS	15.4/23
36.	ABC Sunday Night Movie	ABC	15.3/23
37.	Perfect Strangers	ABC	14.7/24
37.	Hunter	NBC	14.7/27
39.	Hotel	ABC	14.5/26
39.	Valerie	NBC	14.5/21
39.	Gimme a Break	NBC	14.5/23
42.	CBS Tuesday Movie	CBS	14.4/24
42.	Equalizer	CBS	14.4/26
44.	Scarecrow & Mrs. King	CBS	14.3/25
45.	St. Elsewhere	NBC	13.6/24
46.	Our House	NBC	13.3/20
47.	You Again?	NBC	13.2/21
48.	Simon & Simon	CBS	13.1/19
48.	Easy Street	NBC	13.1/19
50.	Reagan Paid Political	CBS	12.3/23
51.	A Team	NBC	12.2/21
52.	Mr. Belvedere	ABC	11.9/20
53.	Disney Sunday Movie	ABC	11.8/18
53.	Webster	ABC	11.8/21
53.	CBS Saturday Movie	CBS	11.8/21
53.	Downtown	CBS	11.8/21
57.	Crime Story	NBC	11.6/18
58.	Kay O'Brien	CBS	11.5/20
59.	The Wizard	CBS	10.9/17
60.	Republican Political	ABC	10.6/19
61.	MacGyver	ABC	10.3/15
62.	Spenser: For Hire	ABC	10.1/19
63.	Colbys	ABC	10.0/15
64.	Together We Stand	CBS	9.2/15
65.	Starman	ABC	9.1/16
66.	1986	NBC	8.9/16
67.	NFL Monday Night Football	ABC	8.8/14
68.	Sledge Hammer	ABC	8.7/14
69.	Better Days	CBS	8.5/14
70.	Sidekicks	ABC	8.2/13
71.	Life With Lucy	ABC	8.0/14
72.	Ellen Burstyn Show	ABC	6.3/11
73.	Our World	ABC	6.0/9
74.	Heart of the City	ABC	5.3/9

*indicates premiere episode

Advertising & Marketing

Network radio sales still going strong

Although there are a few clouds on the horizon, revenue in that category is holding up

Has the harsh reality of the sluggish advertising marketplace for media finally caught up to network radio in the fourth quarter? The answer will vary depending on which network executive is speaking, but the general consensus is that although business for the medium will register a lower percentage increase this quarter—the Radio Network Association (RNA) projects about 10%—than in the previous three quarters (see chart, page 78), the year will still finish on a strong note with revenue gains of 15% to 16%. In terms of real dollars, that translates into some $380 million.

The RNA reports that for the first nine months of 1986, network radio revenues reached $283,305,206, up 18% over the same period a year ago. Third quarter alone netted network radio $106,530,601, a leap of 24% over third quarter 1985. (The RNA relies on financial data collected each month from nine network companies by the accounting firm of Ernst & Whinney.)

There is little doubt that network radio has been attracting the buying eye of advertisers and agencies alike, especially with the current onslaught of specialized long-form programing. But for one industry executive, Stephen Soule, vice president of sales for the NBC Radio Networks, which includes the young-adult Source network, the Talknet programing service, NBC Radio Entertainment's program syndication unit as well as the traditional radio network, sales revenue for September was the telling sign for a bearish fourth-quarter outlook. Network radio advertising expenditures in September rose by only 6%—the first single-digit monthly percentage increase in a year—over September 1985 to $32,672,481. The NBC executive is forecasting a conservative 6% to 7% industrywide revenue rise in the fourth quarter.

Although Soule said it's difficult to pinpoint any one reason for the apparent slowdown in September, "One factor," he said, "may be agency 'megamergers' and client defections [from one agency to another], which cause a certain amount of disruption in normal buying procedures."

Soule noted that the demand among advertisers for youth inventory remains "very high." According to Soule, sales for adult-oriented networks in 1986 should increase by 8% overall, while ad expenditures on youth-oriented services should climb by 20% to 22%. And, said Soule, sales for long-form entertainment programing on the youth networks should jump by 30% this year. The youth networks, he said, are undergoing strong sales growth this year due to higher pricing, while long-form entertainment programing is growing as new shows are introduced, adding more inventory to the existing fold. "There will be more of an emphasis on weekly programing as opposed to monthly specials in 1987 for NBC Radio Entertainment," Soule said. (NBC Radio Entertainment primarily distributes long-form entertainment programing to Source affiliates and other young-adult formatted stations.)

Also seeing some reduction in network business activity is Steve Youlios, vice president, sales, for the CBS Radio Networks, which includes the youth-oriented RadioRadio network and the newly formed CBS Radio Programs unit. "Business is definitely slacking off in the fourth quarter, but it's by no means soft," said Youlios, who sees the quarter finishing 7% to 10% ahead of fourth quarter 1985. "Unfortunately, we sometimes think in terms of the last order or business in the last few weeks and interpret that as a forecast of things to come," said Youlios. "But 1987 will be another solid year for network radio; perhaps not another 14% to 16% growth year like 1986, but certainly finishing around 8% to 12% ahead," he said.

The "real growth" in network radio this year, said Youlios, was due to new advertisers rather than bigger ad budgets. "A lot of new accounts took advantage of younger demographic buys such as 18-49, 25-49 and 25-34. "But those buys did not come at the expense of the traditional adult networks," he said. "The adult networks are operating with a much higher revenue base," said Youlios, "leading to a higher percentage of growth for the youth networks."

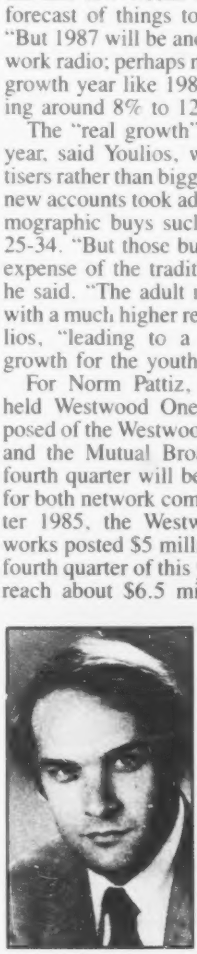
For Norm Pattiz, chairman of publicly held Westwood One Inc., which is composed of the Westwood One Radio Networks and the Mutual Broadcasting System, the fourth quarter will be the "most profitable" for both network companies. In fourth quarter 1985, the Westwood One Radio Networks posted $5 million in revenue. For the fourth quarter of this year, that figure should reach about $6.5 million. Mutual, on the other hand, is expected to register about $8.5 million in revenue this quarter compared to a loss for fourth quarter 1985. (Westwood One took over ownership of Mutual from Amway Corp. last December.) Pattiz attributes Mutual's good fortune to, among other things, "establishing a much better perception on Madison Avenue."

What has been heightening the visibility of the Westwood One Radio Networks at both the advertising and local station level is the concept of tour sponsorships of major rock artists. In 1986 alone, the network, which primarily produces a number of specialized daily and weekly programs for a variety of formatted stations, especially youth-oriented ones, was involved with four such sponsorships. There were two sole sponsorships and two in conjunction with major advertisers: Sun Country Coolers for the Stevie Nicks tour and Budweiser for the current Triumph tour. Pattiz hopes to be involved in four to six tour sponsorships in 1987, beginning in the second quarter with a co-sponsorship deal with Sun Country for a Heart tour.

Said Pattiz: "What we do [in these sponsorships] is bring media to the package through promotional spots on Westwood programs, creating specials for stations in particular markets that the tour will soon visit and coordinate local radio station promotions."

According to Nick Verbitsky, president of The United Stations Radio Networks, the fact that some companies may be experiencing a somewhat softer quarter than others can be linked to their planning and budgeting for the year, which includes a network's approach to the upfront marketplace. "At United, we put a cap on how much inventory we want to give up when negotiating upfront business because we believe we can outperform the marketplace during the year," he said. As for 1986, Verbitsky said the company will "hit its projections."

The bottom line on network business, said Pattiz, is not so much that youth networks are collecting more dollars than adult ser-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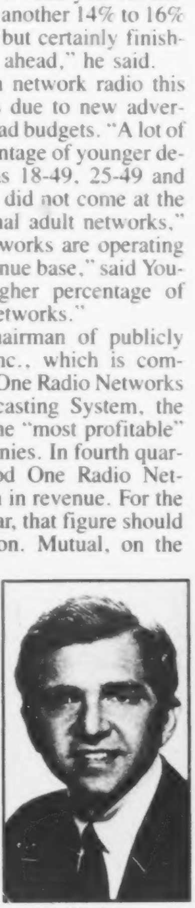
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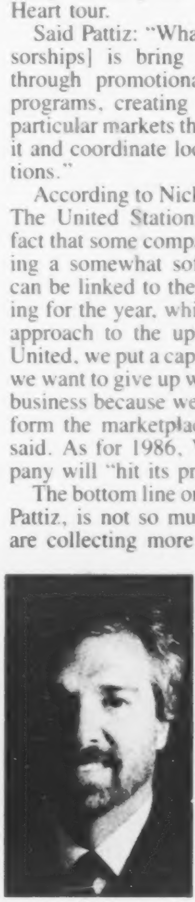
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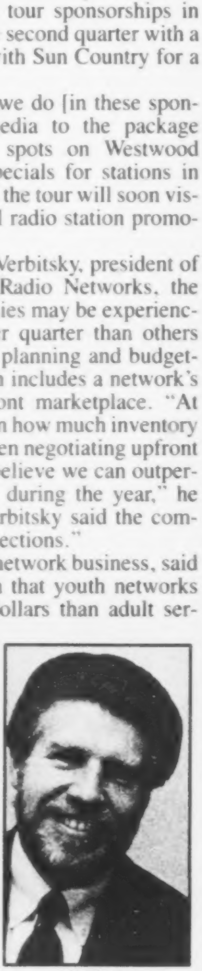
Verbitsky

vices as it is that "certain players are just beating other players" in the same advertising arena.

At the recently-concluded Radio Advertising Board board meeting in Laguna Niguel, Calif. ("Riding Gain," Oct. 27), Bob Coen, of McCann-Erickson, gave board members a report on the advertising marketplace for all media and projected a 7.5% growth rate for national advertising in 1987.

As for the upfront season, which begins in earnest this week and runs through January, the total dollar pool that will be spent on network radio is expected to fall between $140 million and $160 million, which would be a marginal increase over last year. Several companies have already completed their upfront buys, including Campbell Soup Co., Procter & Gamble for Folgers coffee, and Nissan, which network sales executives note is a first time user of the medium. (Nissan has purchased flights for the second and third quarters.)

"My biggest concern," said Lou Severine, vice president and director of sales [illegible] the ABC Radio Networks, "are the small increases [in both prices and budgets] by advertisers and agencies during the television upfront season and the impact that might have on upfront for the [radio] industry." Severine, who oversees sales for ABC's six networks—three youth and three adult—and the Talkradio programing service, said that upfront buys for the ABC (30 to 40 accounts) is expected to represent as much as 52% of the networks' total business for next year. "We are currently running about 11% ahead in the fourth quarter," he said. (ABC Radio Networks are believed to account for 38% to 40% of the total $380 million network radio ad pie.) ☐

Network Radio Revenue Analysis
Nine Network Report

Month	Monthly Revenue 1985	 1986	% change
January	17,707,925	21,381,351	21%
February	20,126,280	22,986,582	14%
March	26,423,091	29,372,355	11%
First Quarter	64,257,296	73,740,288	15%
April	25,677,811	32,480,130	26%
May	31,554,580	35,296,364	12%
June	31,938,878	35,257,823	10%
Second Quarter	89,171,269	103,034,317	16%
July	28,075,664	36,950,434	32%
August	27,024,199	36,907,686	37%
September	30,723,921	32,672,481	6%
Third Quarter	85,823,784	106,530,601	24%

Law & Regulation

Campaign contributions: tally from the Fifth Estate

Broadcasting, cable and motion picture PAC's contributed more than $200,000 to candidates

The Fifth Estate donated more than $200,000 to congressional candidates prior to last Tuesday's midterm election. According to third-quarter and pre-election reports (from July 1 to Oct. 15) filed with the Federal Election Commission, the political action committees (PAC's) supported by the broadcasting, cable and motion picture industries continued to give their financial backing to members of the House and Senate Commerce and Judiciary Committees, which have jurisdiction over telecommunications policy and copyright matters, respectively.

Leading the way in individual contributions was the National Cable Television Association's CablePAC, which distributed $64,050. But the Hollywood production community as a whole outspent cable with $70,319 in contributions. Hollywood's total is based on funds from several industry PAC's. (Most of the major studios have their own PAC's and individuals in the production community frequently contribute to campaigns.) Among some of the contributions reported: MCA PAC, $28, 476; Lorimar PAC, $18,000; Columbia Pictures PAC, $14,500; the Motion Picture Association of America's PAC, $6,093, and 20th Century Fox Film Corp., $3,250.

The broadcasting industry, through the National Association of Broadcasters' TARPAC (Television and Radio PAC) reported $49,040 in disbursements to candidates. That figure includes $19,150, which was distributed from Oct. 1 through Oct. 15 during the pre-election filing period. In addition to contributions from TARPAC, the Association of Independent Television Stations PAC distributed $12,015.

Several incumbent Senate Judiciary Committee members were the recipients of NAB's last-minute money: Charles Grassley (R-Iowa), $250 (Grassley won); Jeremiah Denton (R-Ala.), $1,000 (who lost); Patrick Leahy (D-Vt.), who is ranking minority member on the Copyright Subcommittee, $500 (a winner), and Arlen Specter, $500 (winner).

Three Senate candidates also received TARPAC contributions: $1,000 to Democratic Representative Barbara Mikulski, who won the Senate seat in Maryland; $1,000 to Jim Santini, the Republican candidate who lost in Nevada, and $500 to Democratic Representative Tom Daschle, who was elected in South Dakota. Still other Senate incumbents were on TARPAC's list including Mack Mattingly (R-Ga.), $500, and Mark Andrews (R-N.D.), $500; both were defeated. Commerce Committee member Senator Robert Kasten (R-Wis.) received $500 from NAB. He was re-elected.

In the House, NAB contributions went to House Telecommunications Subcommittee members, all of whom were re-elected: Jim Slattery (D-Kan.), $250; Don Ritter (R-Pa.), $500; Al Swift (D-Wash.), $250; Mickey Leland (D-Tex.), $500; Billy Tauzin (D-La.), $500; Tom Tauke (R-Iowa), $750; Howard Nielson (R-Utah), $500; Dan Coats (R-Ind.), $750, and Michael Oxley (R-Ohio), $500. House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who'll be returning, received $500. Some House Judiciary Committee members also had financial support from broadcasters: Clay Shaw (R-Fla.), $200; F. James Sensenbrenner Jr. (R-Wis.), $500; George Gekas (R-Pa.), $500, and Hank Brown, (R-Colo.), $500. They also remain in office.

CablePAC reported $27,050 in disbursements during the pre-election filing period. Some of its contributions went to Senate incumbents including Andrews, $2,000; James Broyhill (R-N.C.), $1,000 (Broyhill lost); Mattingly, $2,000, and Don Nickles (R-Okla.), $1,000 (Nickles was re-elected). Santini received $2,000.

In the House, cable contributions included: David Bonior (D-Mich.), $1,000; Butler Derrick (D-S.C.), $1,000; Richard Gephardt (D-Mo.), $1,000; Tony Hall (D-Ohio), $500; Trent Lott (R-Miss.), $1,000; House Minority Leader Robert Michel (R-Ill.) and Alan Wheat (D-Mo.). (They were all re-elected.)

Pre-election filing reports also showed Democratic Representative John Breaux's Louisiana Senate campaign received $1,000 from MPAA and $1,000 from MCA. MPAA also contributed $1,000 to Santini.

Contributions from the Fifth Estate figured predominantly in the Colorado Senate race waged by House Telecommunications

Subcommittee Chairman Tim Wirth. Wirth won the seat with a narrow lead over Republican Congressman Ken Kramer. A significant amount of his campaign war chest was raised by the motion picture community. The cable industry has also been a frequent contributor to the Colorado Democrat. (Wirth represented Denver, the home of several large cable MSO's.) In September, at least $19,000 was collected during a Wirth fundraiser hosted by James P. Mooney, president of the National Cable Television Association. NAP's TARPAC, on the other hand, has been less supportive of Wirth and in fact gave Kramer $5,000 in August.

According to FEC filings, Wirth reported total receipts for the calendar year, to date, of $2.9 million. He received contributions from several Hollywood-based PAC's. The Southern California Victory Fund gave him over $6,000 in August. The Hollywood Women's Political Committee contributed $5,000 in October. And Wirth accepted $50,000 from Voices for Change.

Among the individuals contributing to Wirth's campaign: actor Richard Pryor, $398; composer Henry Mancini, $432; actress and director Penny Marshall, $199; Vidal Sassoon, $398; musician Bruce Springsteen, $398; actress Goldie Hawn, $398; director Syndey Pollack, $398; actor Henry Winkler, $398; actress Veronica Hamel, $398; writer Sidney Sheldon, $398; composer Quincy Jones, $398; actress Whoopi Goldberg, $398; Lorimar's Merv Adelson, $398; songwriter, Neil Diamond, $398; Walt Disney's Michael Eisner, $239; actor Chevy Chase, $398; actor Emmanuel Lewis, $398; actor Walter Matthau, $796; producer Steven Spielberg, $398; Fox's Barry Diller, $398; Paramount's Mel Harris, $250; Viacom's Ralph Baruch, $250; Stanley S. Hubbard, Hubbard Broadcasting, $500, and Donald Pels, LIN Broadcasting, $300.

BROADCASTING has compiled a list of some of the Fifth Esate PAC's with totals for each candidate for the third quarter (from July 1 through Sept. 30), beginning on this page. The disbursement figure represents contributions to candidates and other PAC's and does not include other expenses. Incumbent Senate members up for re-election are in bold. An asterisk denotes those members who were re-elected. (Two asterisks indicated races that were too close to call.) Major committee assignments are identified by CC-House or Senate Commerce Committees; TS—House Telecommunications Subcommittee; CmS—Senate Communications Subcommittee; JC—House or Senate Judiciary Committees; CS—House or Senate Copyright Subcommittees; AC—House or Senate Appropriations Committees; BC—House or Senate Budget Committees, and WMC—House Ways and Means Committee.

Columbia Pictures

Cash on hand at start of quarter: $8,763. Total receipts: $9,299. Disbursements: $14,500. Cash on hand at close of quarter: $3,563.

House

*Tom Daschle (D-S.D., Senate candidate)	$500
*Dennis E. Eckart (D-Ohio) CC	$500
*Vic Fazio (D-Calif.) AC, BC	$1,000
*Thomas Foley (D-Wash.)	$1,000
*Dan Glickman (D-Kan.) JC	$500
*Matthew Rinaldo (R-N.J.) TS	$500
*Peter Rodino (D-N.J.) JC Chairman	$2,000
*Gerry Sikorski (D-Minn.) CC	$500
*Al Swift (D-Wash.) TS	$500
*Tom Tauke (R-Iowa) TS	$500

Senate

***Alan Cranston** (D-Calif.)	$2,500
***Charles Grassley** (R-Iowa) BC, JC	$1,000

Other

Democratic Congressional Campaign Committee	$2,500
MPAA PAC	$1,000

INTV

Cash on hand at start of quarter: $40,683. Total receipts: $—. Disbursements: $12,015. Cash on hand at close of quarter: $28,668.

House

*Tom Bliley (R-Va.) TS	$250
**Howard Coble (R-N.C.) CS	$600
*Wayne Dowdy (D-Miss) TS	$300
*Bernard Dwyer (D-N.J.) AC	$250
Webb Franklin (R-Miss.)	$500
*Nancy L. Johnson (R-Conn.)	$250
*Bill Richardson (D-N.M.) CC	$250
*Don Ritter (R-Pa.) TS	$250

Washington Watch

EEO reporting proposal. FCC has launched further notice of proposed rulemaking to accept comment on alternative EEO program report proposed by Office of Management and Budget. Late last year, FCC had proposed changes aimed at making it clear that FCC's primary concern was EEO efforts, not numbers, and to make forms less burdensome for broadcasters (BROADCASTING, Nov. 18). FCC's own proposal would require licensees to provide descriptions of what certain minority employes actually did at station. It might also have required licensees to provide data on hires and promotions that showed how minorities and women fared against other station employes. OMB's proposal, which appears to be modeled on 10-point form currently being used, would not require that statistical information.

□

Petitions to deny. Alleging that stations had not had more than "token employment of minorities" over license term, National Black Media Coalition has petitioned FCC to deny renewal applications of Central Carolina Television for WKFT(TV) Fayetteville, N.C.; Park Communications Inc. for WNCT-TV Greenville, N.C.; Wilmington Telecasters Inc. for WJKA(TV) Wilmington, N.C.; Clay Broadcasting Corp. for WWAY(TV) Wilmington, N.C.; Carolina Christian Broadcasting Inc. for WGGS-TV Greenville, S.C.; WGSE(TV) Myrtle Beach, S.C., and WCCT-TV Columbia, S.C. NBMC also has informally objected to renewals "without conditions" of other Carolina stations. NBMC said these stations deserved renewal, "but must be closely scrutinized to insure future compliance with the commission's EEO rule." Stations NBMC has in mind: WHNS(TV) Asheville, N.C.; noncommercial WUNC-TV Chapel Hill, N.C.; WHKY-TV Hickory, N.C.; WCTI(TV) New Bern, N.C.; WITN-TV Washington, N.C.; WNRW(TV) Winston-Salem, N.C.; WCSC-TV Charleston, S.C.; WIS-TV Columbia, S.C.; WPDE-TV Florence, S.C., and WSPA-TV Spartanburg, S.C.

□

Blanco TV. In initial decision, FCC Administrative Law Judge Walter C. Miller has granted application of Opal Chadwell for new TV on ch. 52 in Blanco, Tex., denying competing applications of Dorothy O. Schulze/Deborah Brigham and Blanco Communications Ltd. Judge found that Schulze/Brigham and Blanco Communications were not basically qualified to be licensees. Judge also alleged that Schulze and her attorney, Donald E. Martin, had "suborned perjury" in proceeding. (Martin denied that he had suborned perjury and said he would appeal to FCC Review Board.) Grant of Chadwell's application was conditioned on her and her husband, Earl Chadwell, divesting their interests in Blanco Cablevision Corp., which provides cable service to Blanco.

□

Question of timing. FCC has affirmed decision to restrict eligibility for AM daytimers' preference in FM proceedings to those daytimers that have provided minimum of three years of continuous service before they file FM application. FCC also ruled that daytimers on foreign clear channels that have received authority to operate at night at 250 watts or more but decline to do so won't be eligible for daytimer's preference for FM's.

□

Recognition. National Association of Broadcasters is honoring Senator Barry Goldwater (R-Ariz.) for his contributions to broadcasting industry during his tenure as chairman of Senate Communications Subcommittee. Goldwater, who retires from Senate this year, will receive award Nov. 14 from NAB at its monthly meeting of broadcasting industry representatives.

*Christopher Bond (Republican candidate for Missouri Senate seat left vacant by Senator Thomas F. Eagleton [D-Mo.])	$3,000
James Broyhill (R-N.C.) JC	$1,000
***Robert Kasten** (R-Wis.) AC, BC, CC	$3,000
***Arlen Specter** (R-Pa.) AC, CS	$1,000

Lorimar-Telepictures

Cash on hand at start of quarter: $19,668. Total receipts: $7,275. Disbursements: $18,000. Cash on hand at close of quarter: $8,943.

House

*Howard Berman (D-Calif.) CS	$2,000

Senate

***Alan Cranston** (D-Calif.)	$500
***John Glenn** (D-Ohio)	$1,000

Other

Democratic Congressional Campaign Committee	$1,000
Voices for Change	$2,500

MCA PAC

Cash on hand at start of quarter: $45,372. Total receipts: $27,135. Disbursements: $25,957. Cash on hand at close of quarter: $46,550.

House

*Bill Alexander (D-Ark.) AC	$500
*John Breaux (D-La., Senate candidate)	$1,000
*George Brown (D-Calif.)	$1,000
*Silvio O. Conte (R-Mass.)	$2,000
*Phillip M. Crane (R-Ill.)	$100
*Ronald Dellums (D-Calif.)	$300
*John Dingell (D-Mich.) CC Chairman	$2,000
*Jack Fields (R-Tex.) TS	$250
*William D. Ford (D-Mich.)	$250
*Wyche Fowler (D-Ga., Senate candidate)	$500
*Richard Gephardt (D-Mo.) WMC	$500
*Dan Glickman (D-Kan.) JC	$150
*William Gray (D-Pa.) AC, BC	$250
George Hirsch (Democratic candidate, N.Y.)	$500
*Frank J. Horton (R-N.Y.)	$250
*Robert Kastenmeier (D-Wis.) CS	$250
*Delbert Latta (R-Ohio) BC	$500
*Richard Lehman (D-Calif.)	$1,000
*Romano Mazzoli (D-Ky) CS	$250
*David Obey (D-Wis.) AC	$250
*James Quillen (R-Tenn.) RC	$250
*Dan Rostenkowski (D-Ill.) WMC Chairman	$667.74
*Doug Walgren (D-Pa.) CC	$500

Senate

***Alan Dixon** (D-Ill.)	$300
***Robert Dole** (R-Kan., majority leader)	$250
***John Glenn** (D-Ohio)	$1,000
Slade Gorton (R-Wash.) BC, CmS	$1,000
*Bob Graham (Democratic candidate opposing Senator Paula Hawkins [R-Fla.])	$4,000
***Daniel Inouye** (D-Hawaii) AC, CmS	$250
***Patrick Leahy** (D-Vt.) AC, CS	$250
Jim Santini (Republican candidate, Nev.)	$1,000

Other

Democratic Congressional Campaign Committee	$1,000
Democratic Senatorial Campaign Committee	$5,000

Motion Picture Assoc. of America

Cash on hand at start of quarter: $2,746. Total receipts: $4,339. Disbursements: $4,093. Cash on hand at close of quarter: $2,992.

House

*John Breaux (D-La., Senate candidate)	$396
*Tom Daschle (D-S.D., Senate candidate)	$147.60
*Romano Mazzoli (D-Ky) CS	$250
*James Quillen (R-Tenn.) RC	$300

Senate

James Broyhill (R-N.C.) JC	$500
***John Glenn** (D-Ohio)	$1,000

Other

Chairman's Council (Democratic Congressional Campaign Committee)	$500
Democratic Congressional Campaign Committee	$1,000

NAB (TARPAC)

Cash on hand at start of quarter: $48,129. Total receipts: $40,751. Disbursements: $29,646. Cash on hand at close of quarter: $37,025.

House

*Edward P. Boland (D-Mass.)	$500
*John Bryant (D-Tex.) TS	$250
*Bob Carr (D-Mich.) AC	$500
**Howard Coble (R-N.C.) CS	$1,075
*Tom Daschle (D-S.D., Senate candidate)	$500
*Bernard Dwyer (D-N.J.) AC	$250
*Dennis E. Eckart (D-Ohio) CC	$200
*Edward Feighan (D-Ohio) JC	$500
*Jack Fields (R-Tex.) TS	$500
Webb Franklin (R-Miss.)	$250
*Bill Frenzel (R-Minn.) WMC	$100
*Richard Gephardt (D-Mo.) WMC	$500
*Claude Harris (Democratic candidate, Ala.)	$250
*Jack Kemp (R-N.Y.) AC	$500
Ken Kramer (R-Colo., Senate candidate)	$5,000
*Dan Lungren (R-Calif.) JC	$300
*Romano Mazzoli (D-Ky) CS	$750
*Raymond McGrath (R-N.Y.) WMC	$500
*Alex McMillan (R-N.C.)	$250
*Robert Michel (R-Ill.), minority leader	$125
*Joe Moakley (D-Mass.)	$500
*Bruce Morrison (D-Conn.) CS	$500
*Howard Nielson (R-Utah) TS	$600
*David Obey (D-Wis.) AC	$100
*Stan Parris (R-Va.)	$500
*Tim Penny (D-Minn.)	$250
*Carl C. Perkins (D-Ky.)	$200
*Bill Richardson (D-N.M.) CC	$250
*Don Ritter (R-Pa.) TS	$500
*Bob Ryan (Republican candidate, Nev.)	$250
*Patricia Schroeder (D-Colo.) CS	$250
*Bill Schuette (R-Mich.)	$200
*D. French Slaughter (R-Va.)	$200
*Bob Smith (R-Ore.)	$200
*Lamar Smith (Republican candidate, Tex.)	$500
*Harley O. Staggers Jr. (D-W.Va.) JC	$250
*Al Swift (D-Wash.) TS	$500
*Pat Swindall (R-Ga.) CS	$250
*Tom Tauke (R-Iowa) TS	$1,075
*Billy Tauzin (D-La.) TS	$150
*Vin Weber (R-Minn.)	$700
*Jamie Whitten (D-Miss.) AC	$1,000
*Jim Wright (D-Tex., House majority leader) BC	$1,000

Senate

James Broyhill (R-N.C.) JC	$1,000
***Alan Dixon** (D-Ill.)	$100
***Wendell Ford** (D-Ky) CmS	$1,000
Slade Gorton, (R-Wash.) BC, CmS	$500
*John McCain (Republican candidate, Ariz.)	$1,000
***Frank Murkowski** (R-Alaska)	$500

Other

Democratic Congressional Campaign Committee	$5,000
Fund for a Republican Majority (House)	$5,000
New Republican Victory Fund	$1,000
Valley Education Fund (Rep. Tony Coelho [D-Calif.])	$1,000

NCTA

Cash on hand at start of quarter: $18,295. Total receipts: $35,205. Disbursements: $37,000. Cash on hand at close of quarter: $16,502.

House

*Bill Alexander (D-Ark.) AC	$1,000
*Robert Badham (R-Calif.)	$250
*Jim Bates (D-Calif.) TS	$1,000
*George Brown (D-Calif.)	$500
*Sala Burton (D-Calif.)	$100
*Lawrence Coughlin (R-Pa.) AC	$250
*Don Edwards (D-Calif.) JC	$250
*Edward Feighan (D-Ohio) JC	$500
*Richard Gephardt (D-Mo.) WMC	$500
*Joel Hefley (R-candidate, Colo.)	$250
*Marcy Kaptur (D-Ohio)	$500
*Peter Kostmayer (D-Pa.)	$500
*Delbert Latta (R-Ohio) BC	$500
**Tom McMillen (D-candidate in Md.)	$2,000
John Milliken (D-candidate in Va.)	$400
*Joe Moakley (D-Mass.)	$1,000
*David Obey (D-Wis.) AC	$500
*Ron Packard (R-Calif.)	$250
*Leon Panetta (D-Calif.)	$250
*Carl C. Perkins (D-Ky.)	$250
*Charlie Rose (D-N.C.)	$2,000
*Harley O. Staggers Jr. (D-W.Va.) JC	$250
Mike Strang (R-Colo.)	$300
*Al Swift (D-Wash.) TS	$250
*Alan Wheat (D-Mo.)	$250
*Tim Wirth (D-Colo., running for Senate seat) TS	$1,000

Senate

James Broyhill (R-N.C.) JC	$1,000
***Robert Dole** (R-Kan., majority leader)	$5,000
***Wendell Ford** (D-Ky) CmS	$2,000
***Ernest Hollings** (D-S.C.) AC, CmS	$3,000
***Daniel Inouye** (D-Hawaii) AC, CmS	$4,000
***Robert Kasten** (R-Wis.) AC, BC, CC	$4,000
Mack Mattingly (R-Ga.) AC	$1,000

Other

Democratic Senatorial Campaign Committee	$3,000

20th Century Fox Film Corp.

Cash on hand at start of quarter: $16,754. Total receipts: $7,672. Disbursements: $3,250. Cash on hand at close of quarter: $21,176.

House

*Bill Frenzel (R-Minn.) WMC	$500
*Patricia Schroeder (D-Colo.) CS	$250
*Tom Tauke (R-Iowa) TS	$500

Senate

***John Glenn** (D-Ohio)	$500
Jim Santini (Republican candidate, Nev.)	$1,000

Other

Chairman's Council (Democratic Congressional Campaign Committee)	$500

Call Letters

Applications

Call	*Sought by*
	New AM
WNNZ	Celia Communications Inc . Westfield. Mass
	New FM's
KUZN	Valley Broadcasting Co . Palmer. Alaska
WESI	Leverrier Broadcasting Co . Strasburg. Va
WRAU	Franklin Broadcasting Co . Ravenswood. W Va
	New TV
KUAK	Marina D Leathers. International Falls. Minn
	Existing AM
WWSJ	WLNZ Ditmer Broadcasting Co . St Johns Mich
	Existing FM's
WMMY-FM	WYRL City Broadcasting Co . Melbourne Fla
WCVQ	WABD-FM Southern Broadcasting Corp . Fort Campbell, Ky
WSTE	WSTT Palm Beach Group Broadcasting Co . Charlotte-Amalie. VI
WYFT	WQAA Bible Broadcasting Co . Luray. Va

Grants

Call	*Assigned to*
	New AM
KKMT	Big M Broadcast Associates. Ennis. Mont
	New FM
KGTW	Media Ltd . Ketchikan. Alaska
	Existing AM's
WSTH	WRFS Solar Broadcasting Co . Alexander City. Ala
WWHR	WBSS Sunrise Broadcasting Corp . Pompano Beach. Fla
WGUY	WMLI Stone Communications Inc., Brewer. Me
KKOB	KOB Southwest Radio Corp . Albuquerque. N M
WLOJ	WRNB Word Communications Inc . New Bern. N C
WNVU	WXVX Barua Communications. Greensburg. Pa
	Existing FM's
WSTH-FM	WSTH Solar Broadcasting Co . Alexander City. Ala
*KHDC	KUBO California Human Development Corp . Chualer. Calif
KCLQ	KLTK KLTK Inc . Hanford. Calif
KBOX	KXCC-FM Golden Coast Broadcasting Inc . Lompoc. Calif
WFMM	WWTM DCS Radio Associates Ltd . Harbor Beach. Mich
KKOB-FM	KOB-FM Southwest Radio Corp . Albuquerque. N M
KYQT	KNPT-FM Dennis P McManus. Receiver. Newport. Ore
KWZD	KRRS B & D Communications Inc . Hamlin. Tex
	Existing TV
KGBS	KAHT American Television of Utah Inc . Salt Lake City

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as of June 30, 1986

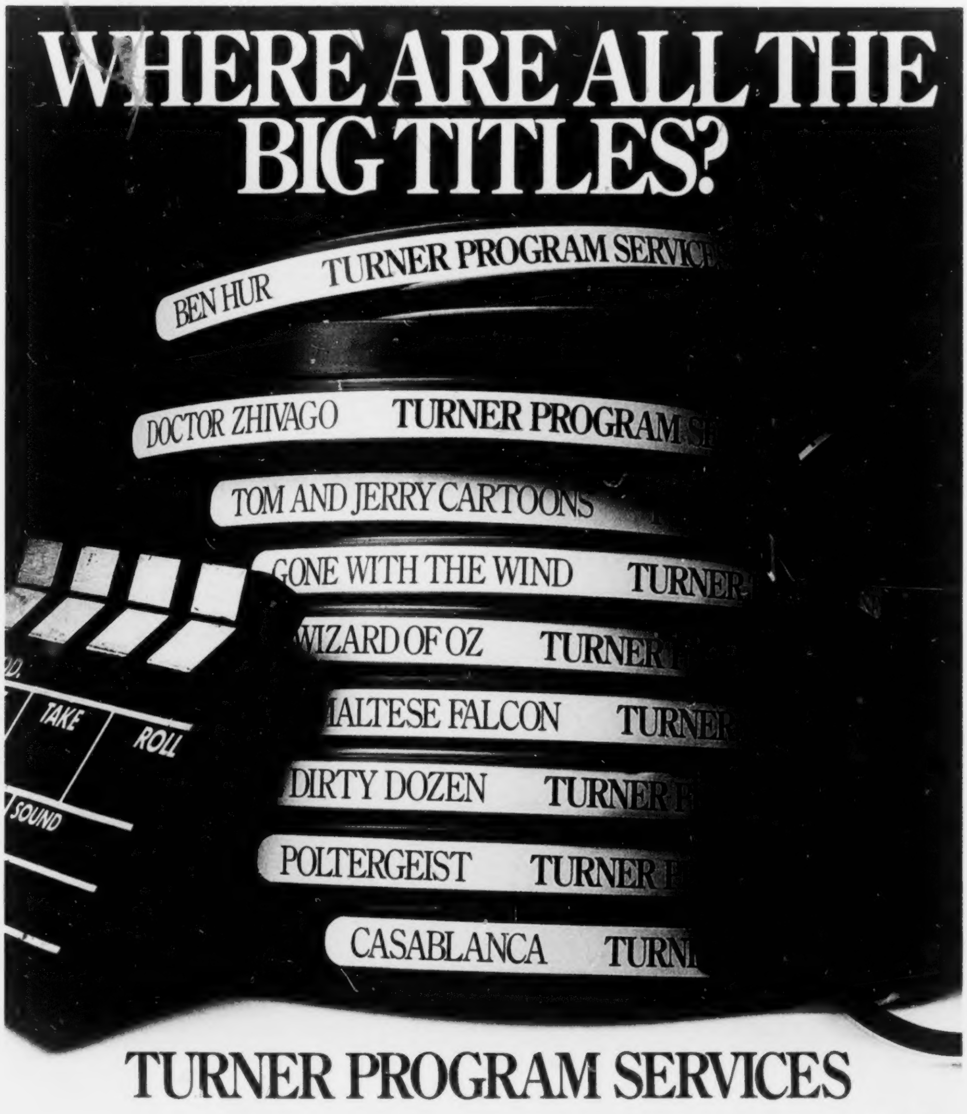
Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

C1750-1
11/20/86

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 17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56th Year 1986

Network compensation: cuts to come?

Vol. 111 No. 20

Broadcasting ☐ Nov 17

The fate of affiliate compensation
Lorimar-Telepictures TV station deal falls through
Rubenstein out at CPB

IN JEOPARDY ☐ Networks contemplate cuts in compensation to affiliates. **PAGE 39.**

NO SALE ☐ Multibillion-dollar-plus bid by Lorimar-Telepictures for Storer television stations falls through. **PAGE 40.**

FOX FINETUNING ☐ Fox Broadcasting executives continue to assemble the pieces of their budding fourth network. **PAGE 50.**

SEVEN FOR SEVEN ☐ NBC wins week seven of the prime time ratings season. **PAGE 52.**

RATINGS FLAP ☐ Operation Prime Time overrun prompts complaints from two Los Angeles independents. **PAGE 54.**

NEW YORK SWITCH ☐ WABC-TV New York moves *World News Tonight* back to 6:30 p.m., programing *Jeopardy* and *Hollywood Squares* from 7 to 8 p.m. **PAGE 54.**

ON THE DRAWING BOARD ☐ WNET(TV) New York plans seven major productions for 1987-88 and 1988-89 seasons. **PAGE 56.**

TARTIKOFF SHUFFLE ☐ NBC rearranges *Hill Street Blues*, *Crime Story* and *L.A. Law*. **PAGE 56.**

PPV ALTERNATIVE ☐ Viewer's Choice's Kurnit says pay per view can help cable combat other forms of home video. **PAGE 58.**

NOT DEAD YET ☐ Hopes continue for Japanese high-definition TV standard in continental Europe. **PAGE 68.**

HOSTAGE PLEA ☐ Released hostage David Jacobsen asks media not to jeopardize lives of remaining hostage with "unreasonable speculation." **PAGE 70.**

LOCAL ANGLE ☐ Visnews surveys news directors on their attitudes toward international news. **PAGE 72.**

TAX TENDENCIES ☐ Fundamental changes in tax law not expected to cause like changes in business of Fifth Estate. **PAGE 82.**

DEBRIEFING ☐ Group W, NBC officials meet with FCC staffers over proposal to merge radio properties. **PAGE 91.**

REORGANIZATION ☐ Ampex shuffles its audio-video systems division. **PAGE 94.**

THE NEW ABC'S ☐ Murphy and Burke go before Hollywood community at HRTS luncheon. **PAGE 98.**

TVB CONFAB ☐ Television Bureau of Advertising convention to examine today's business climate. **PAGE 102.**

TO MARKET ☐ MTM's Joe Indelli has found his sales niche in television syndication. **PAGE 119.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Nov 17

Vol. 111 No. 20

TOP OF THE WEEK

Networks contemplate cuts in affiliate compensation

Downside talk follows ABC board meeting in Chicago; no formal proposals have been made; CBS expected to broach subject with affiliate board in January

In the words of one affiliate station executive last week, it appears that the networks are "beginning to toy with the real essence of the partnership" between stations and networks. The "essence" in that context is the compensation paid by networks to affiliates for carriage of programs. Network executives see the issue not so much as tampering with the partnership but, rather, dealing with the new economic realities of the 1980's.

The tinkering actually began earlier this year when ABC proposed elimination of payments for carriage of *Monday Night Football*, on which the network has been losing money. Affiliates objected loudly, and a compromise was reached reducing payments by half. The network wants further concessions; top executives said as much at a recent meeting with affiliate board members in Chicago.

As for the other two networks, it's clear that the subject has been discussed internally, although no specific proposals have been formulated. Neither CBS nor NBC has discussed the subject at length with affiliates, but that will change. It is understood that when CBS network executives meet with affiliate board members at their next annual gathering, in St. Thomas, Virgin Islands, in January, the subject will be discussed. It is possible that by that time the network will have a proposal or two to float.

At NBC, the senior network management met with affiliate board members last week in Laguna Niguel, Calif. The meeting began early in the week after reports broke that ABC hoped to pare back compensation payments. According to both affiliate and network sources at NBC, the subject was barely discussed. Pier Mapes, president, NBC-TV, said he tried to impress upon affiliates that compensation, in and of itself, "is not an agenda item." He acknowledged, however, that it was being looked at within the larger context of all services provided to affiliates, including marketing support, the Skycom satellite service and subsidies for things such as Ku band newsgathering trucks. "If there's any change," he said, "it would be a reallocation of priorities" among such services, which include compensation.

The network reappraisal of compensation practices comes as no surprise to some executives at network affiliated stations. They realize that their networks face a softer advertising market and are looking for many ways to cut costs. The signal from many affiliates, however, in reacting to the threat to compensation, is that the networks ought to look elsewhere to save money.

Buttonholed by reporters in Los Angeles last week, after a speech at a Hollywood Radio and Television Society luncheon, Capcities/ABC Chairman Thomas Murphy acknowledged the network is interested in reducing compensation payments for carriage of sports programing "and other things," and that discussions are taking place with the affiliate board on the matter.

Murphy wouldn't confirm the details of talks two weeks ago with affiliate board members in Chicago, but he said that reports that the network sought to cut compensation payments by 50% over the next five years were "grossly exaggerated." He confirmed that ABC pays about $145 million annually in compensation to affiliates (about 20% of it paid to the network's owned stations), but he declined to state publicly what portion of that sum the network hoped to save over the next few years. He said that any reduction that takes place would be "modest." According to several sources present at the Chicago meeting of the ABC affiliate board, the network threw out for discussion the possibility of reducing or eliminating compensation for sports programing and "special event" programing, which was left undefined but could mean programs such as the Academy Awards broadcast or even mini-series, which the networks promote as special.

Affiliate Compensation: What's at Stake

Market size	Average payment	% of total time sales
1-10	$2,300,000	2.9%
11-20	1,400,000	3.8
21-30	1,100,000	3.9
31-40	1,000,000	5.9
41-50	858,000	7.6
51-60	591,000	6.8
61-70	769,000	7.3
71-80	524,000	6.9
81-90	589,000	9.9
91-100	370,000	6.1
101-110	533,000	7.4
111-120	441,000	11.1
121-130	424,000	10.4
131-150	451,000	11.4
151-175	394,000	11.7
176-214	298,000	12.7

Source: National Association of Broadcasters 1986 Television Financial Report.

Sources at the meeting said ABC talked of possibly phasing in compensation reductions year by year. "At most," said one source, network officials talked of working up to a 20% reduction in compensation paid to stations over five years. A 20% reduction of ABC's total payouts amounts to about $29 million. Without getting into specifics, Murphy told reporters last week, "we're just telling them that the network is losing money and we figure that if certain shows are important to them, if they want us to continue to have them, we feel that maybe we shouldn't compensate them." The World Series, said Murphy, was one example of the kind of program he was talking about. "Sports is certainly a part of that but not the whole thing." At this point, he added, "you would be making a mistake to say that we're doing anything except having discussions."

According to one source at the ABC affiliates board meeting, the reaction to the network's overtures was "overwhelmingly negative...something that is extremely objectionable." The source said that a reduction in compensation along the lines being discussed at the meeting would have a negative impact on the cash flow at his stations of about 10%, and that it would be impossible to make up for it with increased advertising rates. He also said ABC had discussed giving affiliates more advertising time to sell locally in exchange for reduced compensation payments. The board members also rejected that notion, he said. "We can't sell all the time we have now," he said. The source also reported that the offer of added time to sell "would not have been in the more popular programs."

CBS and NBC also pay compensation close to the total that ABC pays. Affiliates in larger markets, on a dollar basis, are paid more than smaller markets, although on a percentage basis, the payments account for less of the larger stations' total revenue. Thus, it is the mid- and smaller-sized markets that stand to lose more from reduced compensation and would be expected to oppose the idea more vehemently. According to the National Association of Broadcasters' 1986 Television Financial Report, compensation payments to affiliates in the top 10 markets averaged $2.3 million, or 2.9% of average total time sales. By contrast, in the 35 smallest markets, the payments averaged $298,000 or 12.7% of average total time sales. In between, in markets 31-40, the average annual payment was $1 million, or 5.9% of total time sales.

ABC and its affiliate board are scheduled to meet again in December, when further discussions on the compensation issue are expected.

CBS affiliate board members and network executives will certainly discuss the compensation issue at the next board meeting in January. But board members may also get a chance to address the subject before that with one very important CBS executive—acting chairman Laurence Tisch. They are scheduled to meet with Tisch in New York for lunch next Friday (Nov. 21).

At this point, CBS has not formulated a proposal for cutting back on affiliate compensation, said Tony Malara, president, CBS Television Network. But, he added: "I think we all know it's there to be talked about. To say it's going to be discussed is an understatement. Clearly it has to be discussed." To say that it has to be discussed, added Malara, is to say "nothing about the end result." He said that by the January affiliate board meeting "I would suspect there might be something more formal" on the table.

Phil Jones, vice president and general manager, KCTV(TV) Kansas City, Mo., and chairman of the CBS television affiliates advisory board, said last week that CBS affiliates would take a "very strong position" against any proposal to reduce compensation, should one emerge at the January board meeting. Such thinking on the network's part, he said, would be "short sighted" and might spur affiliates to clear less network programing and more syndicated fare.

While some affiliates strongly resist the idea of cutbacks in network compensation, others seemed resigned to the notion. Robert Price, vice president and general manager, KTWO-TV Casper, Wyo., which recently switched affiliation from ABC to NBC, said: "There's no question that all the networks will be reviewing the situation, including NBC who has a pot of gold right now." One thing Price and others stressed is that no matter what discussions take place between the networks and their affiliate boards, those groups cannot cut a deal on compensation because that would violate federal antitrust laws. Each station has to negotiate an agreement separately with its network.

As the compensation story broke last week, questions emerged about how far the networks could push before triggering affiliate defections. But executives on both sides of the issue downplayed that notion. "Defections? No, I don't think so," said Price. "The stations have just as good business people as the networks. They're aware of the cost issues involved." Capcities/ABC Chairman Murphy confronted the defection question head-on last week, responding to a reporter who asked whether his network's efforts to reduce compensation would cause some stations to desert. His reply: "Where will they go?" □

Lorimar-Storer deal comes undone

It was to be billion-plus buy and another big parlay for KKR; among explanations for collapse: troubled broadcasting economy

"There are no winners. . . All that is left is ranking the losers," remarked one observer after the breakdown last week of the $1-billion-plus purchase of Storer Communications's six television stations by Lorimar-Telepictures. The official word came Wednesday afternoon, when L-T issued a statement saying the six-month-old proposal had been "terminated by mutual agreement among the three parties."

The two principals and their mutual investment banking firm, Drexel Burnham Lambert, had probably incurred more than $10 million in negotiation-related expenses—L-T itself set aside a charge against earnings of $7 million to cover expenses. The deal's collapse also means that Drexel Burnham Lambert will forgo an estimated $75 million in investment banking fees, and that Kohlberg Kravis Roberts, which owns Storer, now runs the risk of losing tax advantages if it does not sell the stations before year's end. Estimates of the value of those tax benefits range from $25 million to $75 million.

The variety of explanations for the collapse of the proposed acquisition—which had already received FCC approval—matched the variety of participants involved.

Merv Adelson, Lorimar-Telepictures chairman and chief executive officer, offered several reasons, including "structural complexities" of such financing concepts as "capital structure," "couponing" and the "position of the debt." But the essential reason, Adelson said, was that since the initial agreement in May (BROADCASTING, May 26), he and other L-T officials became concerned over a significant deterioration in the "advertising environment and the broadcast advertising environment. What we really see is the same possibility that the networks do, that the growth rates in advertising might be compressed for a period of years, and as you begin to project out, we lowered our expectations. . . . We had earlier thought we were going to be able to operate them [the six stations] at a profit, at least a cash flow profit, over a couple of years."

Yet only three weeks ago, L-T agreed to a revised purchase of the stations for only 2% less than the intial $1.445 billion price, and some other participants say there is more to the story.

They noted that a public alert by Lorimar-Telepictures of worse-than-expected advertising deterioration is surprising talk from a company that derives most of its revenue from that marketplace—through its network television production, first-run syndication and advertising agency.

Perhaps because of that dependence, while Lorimar-Telepictures's stock initially began to rebound (some shareholders were worried about the size of debt being assumed in the purchase), by the next day the stock had retreated $2 to close at $21. News of the collapse coincided with the company's release of second-quarter results showing a decline in operating income.

Despite their stated pessimism about business conditions, Adelson and other L-T officials were still confident enough about the purchase only 10 days before the deal came apart to gave a presentation to private investors in New York for Lorimar-Telepictures Entertainment Corp., one of the three entities into which the company was to be have been divided following the Storer purchase; there was also to have been the new TV station company and a holding company, Lorimar-Telepictures Group Inc. At that meeting, Adelson told investors that the initial offering of shares for L-T Entertainment would take place today, Nov. 17.

Some believe it was the negative feedback from institutional investors who attended the "road show" presentations that caused Lorimar-Telepictures to go back for a further modification of terms, which KKR refused, causing the purchase to collapse.

Investor reaction had already caused Lorimar-Telepictures to restructure its purchase

Charting the Rivers ratings

The Late Show Starring Joan Rivers has experienced a steady ratings decline since its debut Oct. 9, but neither Fox Broadcasting Co. officials nor the advertising community appears alarmed. A Fox spokesman said World Series and election coverage have had a "tremendous effect" on the ratings. The real story will not be known until there are several weeks without interruptions, according to Fox officials and advertising agency representatives.

Rivers's show began with a 4.2/10 share. In the following weeks, the show went from 4.2/10 to 3.2/8 to 2.8/6 and, finally, to 2.5/6 the week of Oct. 27. ***The Tonight Show Starring Johnny Carson*** has also experienced a rating decline, dropping from an 8/24 the week of Oct. 6 to 5.4/19 the week of Oct. 27.

Fox says it is pleased with the program, since the show's rating has more than doubled the 1.2 national rating Fox's 99 affiliates had a year ago, and the series is attracting a young, professional and urban audience. The programer plans to make no changes, the spokesman said. A spokesman for ***The Tonight Show*** said: "I think the general feeling around here is we're glad her figures are going down."

10 will carry the program in England and Australia, respectively, with other broadcasters throughout much of world also exhibiting and producing parts of the show. It is being sponsored globally by Coca-Cola Co.

The look of prime time on the Fox stations has also changed as a result of Murdoch's acquisition. The stations are now in the movie business in early prime time because they have access to the 20th Fox film library. "Obviously," said one Fox station executive, "that gives us a steady supply of pictures. It was certainly part of the inspiration." But, he noted, Simon and others at the group believe the movies will generate better ratings than the mix of syndicated series that Metromedia used in prime time. The group has licensed movie packages from a number of outside suppliers, including Colex, MGM, Orion and Embassy.

Neither game shows nor court shows has a place in the new Fox station program mix. The reason is, said Simon, "they don't fit in with our program flow," which is "the kids business in the morning and afternoon, the sitcom business in early fringe, the movie business [followed by news] in prime time," followed by the first FBC offering, *Late Night with Joan Rivers*. On Saturdays, the group is committed to first-run comedies in early fringe. But, said Simon, there are exceptions in the current flow, and the flow itself is "subject to change" over time, especially as more FBC programing comes on the air.

One exception in the current mix is WNYW's *Current Affair*, which cuts short the station's early fringe comedy block from 7:30 to 8 p.m. That example also illustrates the hands-on involvement that Rupert Murdoch exercises at the station group. According to Simon, it was Murdoch who suggest-

NBC rolls a lucky seven

NBC continued its unbeaten streak, winning week seven (ended Nov. 9) with an 18.2/29. CBS, coming in second, scored a 15/24, while ABC racked up a 13.9/22. Last year, ABC won week seven with a 19.9/30 while NBC and CBS scored a 16.6/25 and a 16.5/25, respectively. The season-to-date figures show NBC with a 19.1/30, 3.2 rating points ahead of CBS's 15.9/25 and almost five points ahead of ABC's 14.4/23. Last year's season-to-date averages were a lot closer: NBC was ahead by only one rating point, standing at 17.8/28 against both ABC's and CBS's 16.8/26.

In evening news for week seven, NBC took the race with a 12.7/22, leaving CBS eight-tenths of a point behind at 11.9/21 and ABC at 10.9/19. Last year's race ended with CBS in front: the network beat its competition with a 13.1/22, while NBC scored a 12.3/21 and ABC a 12.1/21.

The HUT level (homes using television) stood at 63.3%, up a bit from week six's 62.6% but down from last year's week seven level of 66.7%.

ABC took Monday (Nov. 3) with a 19.8/29.9 for the night with ***MacGyver*** (14.3/22) and ***Monday Night Football*** Raiders vs. Bears game (21.6/35). CBS's lineup brought in an 18/27.1, while NBC's lineup, featuring part two of ***Rage of Angels: the Story Continues***, brought in a 15.9/23.8.

Week seven included election night (Nov. 4) and, perhaps reflecting the poor voter turnout for these off-year elections, CBS's full night of coverage brought the network only a 9/13.7 for Tuesday. ABC took the night with a 15.8/24.8, bolstered by ***Who's the Boss*** (21.1/31) and ***Moonlighting*** (20.7/32). ABC's election coverage started at 9:43 p.m. and pulled a 9.9/16, slightly better than CBS's 9/14. NBC's numbers worked out to be a 12.6/19.3 average for the night, while its election coverage, which started at 10 p.m., scored an 8.1/13 in its first half-hour and a 7.6/14 from 10:30 to 11 p.m.

NBC won Wednesday with a 16.4/25.8, just ahead of ABC's 16/25.1 and well ahead of CBS's 14.3/22.6. NBC's ***Highway to Heaven*** took 8 to 9 p.m. with a 19.1/29, while CBS's ***Magnum, P.I.*** edged out ***Dynasty*** (16.7/25) on ABC at 9 p.m. ***St. Elsewhere*** on NBC slid ahead of ABC's ***Hotel*** from 10 to 11 p.m., as it scored a 15.4/26, against ***Hotel***'s 15.0/26. CBS's ***Equalizer*** pulled a 14.1/24.

NBC took Thursday night from 8 to 10 p.m. again, with ***Hill Street Blues*** at 10 p.m. (16.8/29) losing out to ABC's ***20/20*** (17.4/30). CBS's ***Kay O'Brien*** moved up half a rating point over last week to 12/20.

For Friday, CBS's ***Falcon Crest*** (17.7/31) pushed ahead of rival NBC's ***L.A. Law*** (16.1/28) to win the 10-to-11 p.m. slot. In week six, these two shows had tied at 15.6/28. ***Dallas*** beat NBC's ***Miami Vice*** at 9 p.m. as the former pulled a 21.6/34 over the latter's 17.4/28. ABC's victories were the two half hours from 8 to 9 p.m. with ***Webster*** (15.1/25) and ***Mr. Belvedere*** (14.8/24). CBS took the night with a 18/29.7, ahead of NBC's 15.4/25.6 and ABC's 11.4/18.8.

Saturday went to NBC, when it scored a 20.1/34.7, ahead of CBS's 10.2/17.7 and ABC's 7.4/13. NBC's ***Facts of Life*** and ***227*** pulled a 18.2/31 and 20.4/35, respectively, beating a ***Wizard*** special on CBS (11.3/19) and, on ABC, ***Life with Lucy*** (8.1/14) and ***Ellen Burstyn*** (6.3/11). The CBS Saturday Movie, "Lassiter," logged a 9.6/17 from 9 to 11 p.m., just slightly behind ABC's numbers for ***Spenser: For Hire***, and ahead of the same network's 6.1/10 for ***Heart of the City***. NBC won the 9 to 11 p.m. block with the ***Golden Girls*** (27.3/45), ***Amen*** (21.6/36) and ***Hunter*** (16.4/30).

In the Sunday movie race, viewers prefered NBC's ***Perry Mason: The Case of the Shooting Star*** over ABC's offering of the theatrically released comedy, "Splash." "Splash" scored a 16.8/26, a distant second to ***Mason***'s 23.6/37. CBS's offering was part one of the Joan Collins mini-series, ***Monte Carlo***, which scored a 14.6/23. The night went to NBC with its 19.5/30, just ahead of CBS's 19.1/29.1 and well ahead of ABC's 15.6/24.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.8/53
2.	Family Ties	NBC	35.2/50
3.	Cheers	NBC	28.8/41
4.	Golden Girls	NBC	27.3/45
5.	Night Court	NBC	25.8/38
6.	Murder, She Wrote	CBS	25.2/37
7.	Perry Mason: Shooting Star	NBC	23.6/37
8.	60 Minutes	CBS	21.8/33
9.	Amen	NBC	21.6/36
10.	NFL Monday Night Football	ABC	21.6/35
11.	Dallas	CBS	21.6/34
12.	Who's the Boss	ABC	21.1/31
13.	Moonlighting	ABC	20.7/32
14.	227	NBC	20.4/35
15.	Newhart	CBS	20.2/39
16.	Highway to Heaven	NBC	19.1/29
17.	Kate & Allie	CBS	19.1/28
18.	My Sister Sam	CBS	18.5/27
19.	Facts of Life	NBC	18.2/31
20.	Falcon Crest	CBS	17.7/31
21.	20/20	ABC	17.4/30
22.	Miami Vice	NBC	17.4/28
23.	Matlock	NBC	17.3/25
24.	Valerie	NBC	17.2/25
25.	Designing Women	CBS	17.1/25
26.	Magnum P.I.	CBS	17.0/26
27.	Hill Street Blues	NBC	16.8/29
28.	Splash	ABC	16.8/26
29.	Dynasty	ABC	16.7/25
30.	Cagney & Lacey	CBS	16.6/27
31.	Head of the Class	ABC	16.6/25
32.	Rage of Angels, pt. 2	NBC	16.5/25
33.	Hunter	NBC	16.4/30
34.	L.A. Law	NBC	16.1/28
35.	Gimme a Break	NBC	15.9/24
36.	Perfect Strangers	ABC	15.7/24
37.	Knots Landing	CBS	15.7/23
38.	ALF	NBC	15.5/23
39.	St. Elsewhere	NBC	15.4/26
40.	Webster	ABC	15.1/25
41.	Hotel	ABC	15.5/26
42.	Our House	NBC	14.9/23
43.	Mr. Belvedere	ABC	14.8/24
44.	Easy Street	NBC	14.7/22
45.	Scarecrow & Mrs. King	CBS	14.6/24
46.	Monte Carlo, pt. 1	CBS	14.6/23
47.	MacGyver	ABC	14.3/22
48.	Disney Sunday Movie	ABC	14.3/22
49.	Equalizer	CBS	14.1/24
50.	Amazing Stories	NBC	13.7/20
51.	You Again?	NBC	13.6/21
52.	Simon & Simon	CBS	13.3/19
53.	A Team	NBC	12.7/21
54.	Crime Story	NBC	12.2/18
55.	Kay O'Brien	CBS	12.0/20
56.	Mike Hammer	CBS	11.7/18
57.	The Wizard	CBS	11.3/19
58.	Sledge Hammer	ABC	10.4/17
59.	Campaign '86, 9:30 p.m.	CBS	10.0/15
60.	Colbys	ABC	10.0/15
61.	'86 Vote, 9:43 p.m.	ABC	9.9/16
62.	Starman	ABC	9.8/17
63.	Lassiter	CBS	9.6/17
64.	Campaign '86, 9 p.m.	CBS	9.6/14
65.	Spenser: For Hire	ABC	9.0/17
66.	Campaign '86, 10:30 p.m.	CBS	8.9/16
67.	Campaign '86, 10 p.m.	CBS	8.7/14
68.	Sidekicks	ABC	8.5/13
69.	Campaign '86, 8:30 p.m.	CBS	8.5/12
70.	Campaign '86, 8 p.m.	CBS	8.2/12
71.	Life With Lucy	ABC	8.1/14
72.	Decision '86, 10 p.m.	NBC	8.1/13
73.	Decision '86, 10:30 p.m.	NBC	7.6/14
74.	Ellen Burstyn Show	ABC	6.3/11
75.	Heart of the City	ABC	6.1/10
76.	Our World	ABC	4.8/7

*indicates premiere episode

power to 2 kw. App. Nov. 7.

■ WFAW (940 khz) Fort Atkinson, Wis.—Seeks CP to add night service with 550 w; install DA-2; change TL, and make changes in ant. sys. App. Nov. 4.

Accepted

■ WOOO (1190 khz) Royal Palm Beach, Fla.—Seeks MP to change TL. App. Nov. 6.

■ WMCA (570 khz) New York—Seeks CP to make changes in ant. sys. App. Nov. 6.

■ KCOR (1350 khz) San Antonio, Tex.—Seeks mod. of lic. to operate transmitter by remote control. App. Nov. 6.

■ WMON (1340 khz) Montgomery, W. Va.—Seeks CP to change TL. App. Nov. 6.

FM's

Tendered

■ WZRQ (106.3 mhz) Columbia City, Ind.—Seeks CP to change ERP to 1.94 kw. App. Nov. 5.

■ *WMUC-FM (88.1 mhz) College Park, Md.—Seeks CP to change freq. to 87.9 mhz. App. Nov. 4.

■ WIQB (102.9 mhz) Ann Arbor, Mich.—Seeks mod. of CP to change DA pattern. App. Nov. 5.

■ WCNL-FM (101.7 mhz) Newport, N.H.—Seeks CP to change freq. to 101.5 mhz and change ERP to 1.58 kw. App. Nov. 5.

■ KPSA-FM (92.7 mhz) La Luz, N.M.—Seeks mod. of CP to change HAAT to minus 215 ft. App. Nov. 5.

■ WSBW (99.7 mhz) Sturgeon Bay, Wis.—Seeks mod. of CP to change ERP to 30.75 kw and change HAAT to 610.08 ft. App. Nov. 5.

Accepted

■ *KUFW (90.5 mhz) Woodlake, Calif.—Seeks mod. of CP to move SL outside community of lic. App. Nov. 5.

■ WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks CP to install aux. sys. App. Nov. 4.

■ WYBR-FM (104.9 mhz) Belvidere, Ill.—Seeks mod. of lic. to move SL to Rockford, Ill. App. Nov. 7.

■ *WSCL (89.5 mhz) Salisbury, Md.—Seeks mod. of CP to change ERP to 27 kw and change HAAT to 594.99 ft. App. Nov. 10.

■ *KOPN (89.5 mhz) Columbia, Mo.—Seeks CP to change TL and change HAAT to 236.16 ft. App. Nov. 4.

■ KPSA-FM (92.7 mhz) La Luz, N.M.—Seeks mod. of CP to move SL outside community of lic. App. Nov. 10.

■ WKSE (98.5 mhz) Niagara Falls, N.Y.—Seeks mod. of lic. to move SL outside community of lic. App. Nov. 4.

■ WSCP-FM (101.7 mhz) Pulaski, N.Y.—Seeks CP to install aux. sys. App. Nov. 4.

TV's

Accepted

■ WFTX (ch. 36) Cape Coral, Fla.—Seeks CP to change HAAT to 1,475.7 ft. App. Nov. 10.

■ WEVU (ch. 26) Naples, Fla.—Seeks CP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,205 ft., and change TL. App. Oct. 28.

■ *WCAE (ch. 50) Gary, Ind.—Seeks MP to replace ant. App. Oct. 30.

■ WKYU-TV (ch. 59) Bowling Green, Ky.—Seeks MP to change from ch. 54 to ch. 24. App. Oct. 28.

■ WMFP (ch. 62) Lawrence, Mass.—Seeks MP to change ERP to vis. 20 kw, aur. 2 kw and change HAAT to 496 ft. App. Oct. 31.

■ WRYT (ch. 46) Norwell, Mass.—Seeks MP to change ERP to vis. 6.6 kw, aur. 660 w; change HAAT to 272 ft., and change TL. App. Nov. 10.

■ WFYF (ch. 50) Watertown, N.Y.—Seeks MP to change ERP to vis. 1,112 kw, aur. 111.2 kw; change HAAT to 1,268 ft., and change TL. App. Oct. 28.

■ *WVIZ (ch. 25) Cleveland—Seeks CP to change ERP to vis. 2,140 kw and change HAAT to 1,006.96 ft. App. Oct. 31.

■ KGW-TV (ch. 8) Portland, Ore.—Seeks CP to install aux. ant. App. Oct. 28.

■ WTVE (ch. 51) Reading, Pa.—Seeks CP to change ERP to vis. 1,326 kw, aur. 265 kw; change HAAT to 1,050 ft. App. Oct. 31.

■ KTTW (ch. 17) Sioux Falls, S.D.—Seeks MP to change

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Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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TVX Corp. buys Taft stations for $240 million
A split decision from the FEC ☐ TVB coverage

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approached. "He's one of many people we have talked to" as a potential host for a late-night program, the spokesman said. But he stressed that the concept for the second weekday program (a once-a-week entry, not a strip, such as Rivers) was in "early, early development" and that the top priority is to launch the weekend prime time slate of programs, scheduled to roll out in March 1987.

The spokesman refused to say whom else Fox has approached or whom it has considered for the second late-night vehicle. The strategy is to develop a concept, produce and test the program in two or three markets, and if well received by audiences, place it on the national FBC schedule. It was unclear last week whether the FCC's obscenity inquiry into Stern's morning radio program, simulcast on Infinity Broadcasting's WXRK(FM) New York and WYSP(FM) Philadelphia (BROADCASTING, Nov. 17), would hurt his chances for the possible Fox show. Fox declined to discuss it.

Meanwhile, the early ratings returns for Fox's *Late Show Starring Joan Rivers* show that for the first four full weeks, the program averaged a 3.0 household rating, a full point less than FBC's guarantee, but about where most agencies thought it would be. Demographically, the show has started out better than some agencies were projecting. "It's running right about where we thought it would," said Mel Conner, senior vice president, director, network programing, DFS-Dorland. He said most agencies "were not thinking [Rivers] would beat Carson or run away with the time period. It's rare that a show like that gets off to an amazing start. It has to build an audience and grow. We are satisfied with the numbers. [Fox] felt it would do a four or a five but most advertisers expected a little less than that." Conner add-

NBC wins prime time and news in week eight

NBC took week eight (it has won the previous seven) of the prime time season (ended Nov. 16) with a 17.3/27, besting CBS's 15.8/25 and ABC's 15.1/24. NBC won the evening news race as well with a 12.7/22. CBS was next with a 12.4/21 and ABC had a 10.7/18. Last year the prime time order was the same, but the numbers were considerably higher. For week eight in 1985, NBC was in front with an 18.7/28. CBS was second with 17.2/26 and ABC had a 14.3/21. Last season's news winner was CBS with a 14.0/23. NBC took second place in that race with a 12.2/21 and ABC came in third with an 11.6/20.

HUT's (homes using television) were up for week eight a scant 0.3% over week seven. Week eight stood at 63.6% over the previous week's 63.3%. Week eight's HUT was down, however, when compared with last year's 66.3%. Expressed as actual homes, 1986's week eight percentage is equal to 55.6 million homes, also down from 1985's comparable 56.9 million.

The NBC Monday Night Movie, *Unnatural Causes*, captured viewer interest enough to give NBC a win at 9-11 p.m. The movie took viewers away from part two of CBS's *Monte Carlo* mini-series and *Monday Night Football*'s Miami-Cleveland game. *Unnatural Causes* ranked 17th with a 19.3/31. *Monte Carlo* was down the list, at 53d, with a 12.2/19. The football game came in at 22d with an 18.1/31. CBS took 8-9 p.m., however, when *Kate & Allie* beat NBC's *ALF* and the first half hour of ABC's *MacGyver* with a 19.5/29. CBS's *My Sister Sam*, which follows at 8:30 p.m., pulled an 18.2/27, beating *MacGyver*'s overall 14.9/23 and *Amazing Stories*, on NBC, which scored 14.3/21. For the night, NBC just barely took it away from ABC with a 17.9/27.8 over its competitor's 17.8/27.5. CBS, pulled down by the low 9-11 p.m. numbers, came away with only a 14.4/22.1.

Tuesday was a different story. ABC won the night handily, with a 21.5/33.1, while CBS took a 13.2/20.3 and NBC a 12.3/18.7.

Wednesday night was a dead heat between ABC and NBC—both networks came up with prime time averages for the night of 16.3. In terms of share, however, NBC had a slight edge—0.3 of a share point—at 25.6 to ABC's 25.3. CBS's average was 14.9/23.2.

Thursday still belongs to NBC. Week eight's fourth night closed out at 28.3/42.4 for the network, leaving CBS in second with less than half those numbers (13.1/20.0) and ABC with 11.6/17.4.

Friday was won by CBS's 19.1/31.3, over NBC's 14.5/23.6 and ABC's 11.9/19.5. NBC will be putting *L.A. Law* into *Hill Street*'s soon-to-be-former Thursday slot, and *Crime Story* will take over the Friday 10-11 p.m. slot. At 8-9 p.m., ABC's *Webster* and *Mr. Belvedere* beat the hour-long *Scarecrow and Mrs. King* on CBS and the one-hour *A Team* on [illegible]C. *Dallas* on CBS took 9-10 p.m. with a 23.7/37 against *Miami* [illegible]*e*'s 16.5/26. ABC's *Sledge Hammer!* and *Sidekicks* received a 10.1/16 and 9.8/15, resepctively.

NBC took Saturday as well with an evening average of 19.9/34.6. CBS's *Wizard* special and Saturday movie, *Dreams of Gold: The Mel Fisher Story* mustered up only an 11.0/19.3. ABC's special on *Life* magazine *Life: 50 Years* pulled the network's average up to 8.9/15.9, while the 8-9 p.m. period was lost with the disappointing numbers of *Life with Lucy* and *The Ellen Burstyn Show*.

Sunday's battle of the movies gave ABC and CBS a fight for 9-11 p.m. Clint Eastwood's *Sudden Impact* gave part one of CBS's lampooning mini-series, *Fresno*, a good race. ABC's movie scored a 19.6/30 while Carol Burnett and company came out on top with a 19.7/30. The Shirley MacLaine-Jack Nicholson comedy on NBC, *Terms of Endearment*, came up with a 15.9/28. It ran until 12:17 a.m., having started at 9:30 p.m., after *Valerie*. *Valerie* pulled in a 15.1/22, below the show's season average of 15.8/23. *Murder, She Wrote* scored right at its season average of 25.8/38 with a 25.8/37. It ranked fifth. *Our House* dropped below its season average (14.3/22) with its 13.2/20 and 50th-place ranking. *Easy Street* dipped below average a bit with a 14.3/21, just under its season numbers of 14.6/22. ABC's *Disney Sunday Movie* moved above its average of 13.0/20 with week eight's score of 14.4/21. CBS's *60 Minutes* edged above its average (23.1/37) with its 11th place 23.3/36.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.6/50
2.	Family Ties	NBC	34.6/49*
3.	Cheers	NBC	29.8/43
4.	Moonlighting	ABC	25.9/38
5.	Murder, She Wrote	CBS	25.8/37
6.	Golden Girls	NBC	25.3/42
7.	Who's the Boss	ABC	25.2/38
8.	Night Court	NBC	25.1/38
9.	Growing Pains	ABC	24.8/36
10.	Dallas	CBS	23.7/37
11.	60 Minutes	CBS	23.3/36
12.	Amen	NBC	20.4/34
13.	Fresno, pt. 1	CBS	19.7/30
14.	Sudden Impact	ABC	19.6/30
15.	Kate & Allie	CBS	19.5/29
16.	227	NBC	19.3/33
17.	Unnatural Causes	NBC	19.3/31
18.	Falcon Crest	CBS	18.8/33
19.	Highway to Heaven	NBC	18.7/28
20.	Hunter	NBC	18.3/33
21.	My Sister Sam	CBS	18.2/27
22.	NFL Monday Night Football	ABC	18.1/31
23.	Facts of Life	NBC	18.0/32
24.	Head of the Class	ABC	17.3/26
25.	Perfect Strangers	ABC	17.2/26
26.	Magnum P.I.	CBS	16.9/25
27.	Matlock	NBC	16.6/24
28.	Miami Vice	NBC	16.5/26
29.	Dynasty	ABC	16.2/24
30.	Terms of Endearment	NBC	15.9/28
31.	NFL Football, 7-7:33 p.m., Sun.	NBC	15.9/26
32.	Hill Street Blues	NBC	15.7/30
33.	Equalizer	CBS	15.7/27
34.	ALF	NBC	15.7/23
35.	Webster	ABC	15.5/26
36.	George McKenna Story	CBS	15.5/24
37.	Hotel	ABC	15.3/26
38.	L.A. Law	NBC	15.1/26
39.	Mr. Belvedere	ABC	15.1/24
40.	Valerie	NBC	15.1/22
41.	20/20	ABC	15.0/25
42.	Scarecrow & Mrs. King	CBS	14.9/24
43.	MacGyver	ABC	14.9/23
44.	Disney Sunday Movie	ABC	14.4/21
45.	Amazing Stories	NBC	14.3/21
46.	Easy Street	NBC	14.3/21
47.	Knots Landing	CBS	14.2/21
48.	St. Elsewhere	NBC	13.9/24
49.	You Again?	NBC	13.9/21
50.	Jack & Mike	ABC	13.5/23
51.	Our House	NBC	13.2/20
52.	Simon & Simon	CBS	13.1/19
53.	Monte Carlo, pt. 2	CBS	12.2/19
54.	Mike Hammer	CBS	12.1/18
55.	A Team	NBC	11.8/19
56.	Kay O'Brien	CBS	11.7/21
57.	Dreams of Gold	CBS	11.3/20
58.	1986	NBC	10.9/18
59.	The Wizard	CBS	10.4/18
60.	Starman	ABC	10.3/18
61.	Life: 50 Years	ABC	10.2/18
62.	Sledge Hammer!	ABC	10.1/16
63.	Colbys	ABC	10.0/14
64.	Sidekicks	ABC	9.8/15
65.	Crime Story	NBC	9.5/14
66.	Downtown	CBS	8.6/13
67.	Analysis, Reagan address	ABC	8.3/12
68.	Life With Lucy	ABC	6.6/12
69.	Ellen Burstyn Show	ABC	6.2/11

*indicates premiere episode

liabilities. Seller is owned by John B. Walton and Dean Peninger. Walton owns Walton Radio, Pebble Beach, Calif.-based group of five AM's and five FM's. Peninger is general partner in colocated KADS(AM) Elk City. Buyer is owned by Ronald R. Sewell, former owner of station. It has no other broadcast interests. Filed Nov. 12.

■ KAYI(FM) Muskogee, Okla.; WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYRK(FM) Beaumont, Tex. (KAYI: 106.9 mhz; 97 kw; HAAT: 125 ft.; WYNK: 1380 khz; 5 kw-D; WYNK-FM: 101.5 mhz; 100 kw; HAAT: 400 ft.; KLVI: 560 khz; 5 kw-U; KYRK: 94.1 mhz; 100 kw; HAAT: 672 ft.)—Seeks assignment of license from Hicks Communications Inc. to Narragansett Capital Corp. for $20 million. Seller is Austin, Tex.-based group of four AM's and four FM's headed by Steven Hicks, president. Buyer is Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. Filed Nov. 7.

■ KKCW(FM) Beaverton, Ore. (103.3 mhz; 100 kw; HAAT: 1,654 ft.)—Seeks assigament of license from Heritage Broadcasting of Portland to Trumper Communications for $7.5 million. Seller is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also owns cable systems in three states. It recently purchased WISE(AM)-WKSF(FM) Asheville, N.C. ("Changing Hands," Nov. 3). Buyer is owned by Jeff Trumper, former general manager of WLS-AM-FM. It recently purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. ("Changing Hands," Oct. 27). Filed Nov. 10.

■ WJFC(AM) Jefferson City, Tenn. (1480 khz; 500 w-D)—Seeks assignment of license from Jefferson County Broadcasting Co. to DeFuniak Communications Inc. for $100,000. Seller is owned by Paul O. Metcalfe and his wife, Margarete, and Ray Smith, who also own WGRV(AM)-WIKQ(FM) Greeneville, Tenn. Buyer is owned by Arthur F. Dees and Robert F. Schumann. It is Jefferson City-based group of two AM's and two FM's. Filed Nov. 6.

■ KERV-AM/KRVL(FM) Kerrville, Tex. (AM: 1230 khz; 1 kw-D; 250 w-N; FM: 94.3 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from Kerrville Radio Co. to Stiles Communications Corp. for $1.1 million. Seller is owned by Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has interest in KTON(AM)-KTQN(FM) Belton, Tex. Buyer is owned by Jerry Stiles, who recently purchased KEBQ(FM) Ardmore, Okla. ("Changing Hands," Oct. 27). Filed Nov. 12.

■ WSVI(TV) Christiansted, St. Croix, V.I. (ch. 8; ABC; ERP vis. 200 kw; aur. 20 kw; HAAT: 1,144 ft.)—Seeks assignment of license from Antilles Broadcasting Corp. to Group III Broadcasting Inc. for $4 million. Seller is owned by Baraket Saleh, who owns WSJU(TV) San Juan, P.R. Buyer is subsidiary of Commonwealth Corp., Nashville-based financial services company. It is headed by Gordon Smith, who recently sold WWKS-FM Gallatin, Tenn. Filed Nov. 10.

■ WCEF(FM) Ripley, W.Va. (98.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from C-98 Communications Inc. to Thomas Communications Corp. for $385,000. Seller is owned by Donald L. Staats, Samuel M. Yoho and Edward Jacobson, who have no other broadcast interests. Buyer is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGI-FM New Martinsville, W. Va. Thomas also has interest in WCSE(AM) Myrtle Beach, S.C. Filed Nov. 10.

New Stations

New FM's

■ Rockledge, Fla.—Rockledge Broadcasting Associates Ltd. Partnership seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6401 Azure La., Cocoa Beach, Fla. 32931. Principal is owned by Spencer Allen and four others. It also has interest in WWON(AM)-WNCK(FM) Woonsocket, R.I., and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Filed Nov. 5.

■ Rockledge, Fla.—Gonzales Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3390 Valley Vista Rd., Smyrna, Ga. 30080. Principal is owned by Sue Polk and her husband, Laurence. It has no other broadcast interests. Filed Nov. 5.

■ Rockledge, Fla.—Leslie E. Green seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 89 N. Broadway, Apt. 121, White Plains, N.Y. 10603. Principal has no other broadcast interests. Filed Nov. 5.

■ Valdosta, Ga.—Georgia Public Telecommunications Commission seeks 91.7 mhz, 500 w.; HAAT: 236 ft. Principal is state owned agency headed by Frank C. Jones. Filed Nov. 12.

■ Matewan, W.Va.—Three States Broadcasting Co. seeks 106.7 mhz, 1.0 kw; HAAT: 573 ft. Address: Radio Hill, Box 68, Matewan, W.Va. 25678. Principal is principally owned by Clifton Branham. It also owns colocated WHJC-AM. Filed Nov 12.

New TV's

■ Ashland, Ky.—Calvin Ross seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 955 Sylvan Pl., S.W., Atlanta 30303. Principal has no other broadcast interests. Filed Nov. 5.

■ Ashland, Ky.—Harry J. Turner seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 400 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—William Sanders seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 365 ft. Address: 3829 River Road, Ellenwood, Ga. 30049. Principal has no other broadcast interests. Filed Nov. 5.

■ Madisonville, Ky.—Harry J. Turner seeks ch. 57; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 364.7 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Minden, La.—John Jones Jr. seeks ch. 21; ERP vis. 5,000; aur. 500 kw; HAAT: 166.2 ft. Address: P.O. Box 203, Haughton, La. 71037. Principal has no other broadcast interests. Filed Nov. 5.

■ Sioux Falls, S.D.—John H. Echols seeks ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 570 ft. Address: 6248 Ridgeecrest Rd., Dallas 75231. Principal has no other broadcast interests. Fiied Nov. 5.

■ Sioux Falls, S.D.—Darryl Madlock seeks ch. 50; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 569.5 ft. Address: 5105 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Nov. 5.

■ Beaumont, Tex.—Johnnie Woodbury seeks ch. 21; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 606.2 ft. Address: 4295 Winston Dr., Beaumont, Tex. 77489. Principal has no other broadcast interests. Filed Nov. 5.

■ Livingston, Tex.—Harry J. Turner seeks ch. 60; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 213 ft. Address: 626 Confederate Ave., Petersburg, Va. 23803. Principal has no other broadcast interests. Filed Nov. 5.

■ Charleston, W.Va.—Melvin Jones seeks ch. 29; ERP vis. 1,000 kw; aur. 100 kw; HAAT: 577 ft. Address: 1006 Los Palmos, Grand Prairie, Tex. 75053. Principal has no other broadcast interests. Filed Nov. 5.

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Facilities Changes

Applications

AM's

Tendered

■ WTAQ (1300 khz) La Grange, Ill.—Seeks CP to increase night power to 4 kw and change night TL. App. Nov. 13.

■ WQSN (1470 khz) Kalamazoo, Mich.—Seeks CP to increase day power to 900 w and install DA-2. App. Nov. 13.

■ WBEU (960 khz) Beaufort, S.C.—Seeks CP to change city of lic. to Hardeeville, S.C.; change TL, and make changes in ant. sys. App. Nov. 13.

Accepted

■ WAST (1600 khz) Ashtabula, Ohio—Seeks CP to change TL. App. Nov. 13.

■ WATK (900 khz) Antigo, Wis.—Seeks CP to make changes in ant. sys. App. Nov. 13.

FM's

Tendered

■ *KCJH (90.5 mhz) Stockton, Calif.—Seeks CP to change TL and make changes in ant. sys. App. Nov. 12.

Accepted

■ KKLT (98.7 mhz) Phoenix—Seeks CP to change TL and change HAAT to 1,750 ft. App. Nov. 17.

■ KQZE (95.7 mhz) St. Johns, Ariz.—Seeks mod. of CP to change TL and change HAAT to 1,003 ft. App. Nov. 12.

■ KVCC (100.7 mhz) Corning, Calif.—Seeks mod. of CP to change TL. App. Nov. 12.

■ KLVE (107.5 mhz) Los Angeles—Seeks mod. of CP to make changes in ant. sys. App. Nov. 17.

■ *KYDS (91.5 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and make changes in ant. sys. App. Nov. 17.

■ WEBE (107.9 mhz) Westport, Conn.—Seeks mod. of CP to change to non-DA. App. Nov. 12.

■ WJXR (92.1 mhz) MacClenny, Fla.—Seeks CP to change TL and change HAAT to 328 ft. App. Nov. 17.

■ WZEN-FM (100.3 mhz) Alton, Ill.—Seeks CP to change ERP to 18.2 kw and change HAAT to 802.94 ft. App. Nov. 17.

■ *WHSD (88.5 mhz) Hinsdale, Ill.—Seeks mod. of CP to change DA pattern. App. Nov. 17.

■ WWKI (100.5 mhz) Kokomo, Ind.—Seeks mod. of CP to change ERP to 50 kw. App. Nov. 12.

■ KVSV-FM (105.5 mhz) Beloit, Kan.—Seeks CP to change ERP to 3 kw. App. Nov. 12.

■ WCDQ (92.1 mhz) Sanford, Me.—Seeks CP to change ERP to 1.18 kw and make changes in ant. sys. App. Nov. 17.

■ *WUMB-FM (91.9 mhz) Boston—Seeks CP to install aux. sys. App. Nov. 17.

■ WMNB-FM (100.1 mhz) North Adams, Mass.—Seeks CP to change ERP to 1.2 kw and change HAAT to 501.84 ft. App. Nov. 17.

■ WXRZ (94.3 mhz) Corinth, Miss.—Seeks CP to change HAAT to 300 ft. App. Nov. 12.

■ KMZQ-FM (100.5 mhz) Henderson, Nev.—Seeks CP to change HAAT to 1,104 ft. and make changes in ant. sys. App. Nov. 17.

■ WYRY (104.9 mhz) Hinsdale, N.H.—Seeks mod. of CP to change TL; change ERP to 1.55 kw, and change HAAT to 456.58 ft. App. Nov. 17.

■ WTOJ (103.1 mhz) Carthage, N.Y.—Seeks CP to change ERP to 840 w. App. Nov. 17.

■ WSCP-FM (101.7 mhz) Pulaski, N.Y.—Seeks mod. of CP to change TL; change ERP to 2.5 kw, and change HAAT to 365.06 ft. App. Nov. 17.

■ WOJY (100.3 mhz) High Point, N.C.—Seeks mod. of CP to change HAAT to 1,035.17 ft. and make changes in ant. sys. App. Nov. 17.

■ KHHT (97.1 mhz) Minot, N.D.—Seeks CP to change

C1750-1
12/2/86

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 1

ENTERTAINMENT TONIGHT
A winner for
six straight years.
Renewed for the seventh.

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4520 EAST-WEST HWY
BETHESDA MD 20814

56th Year 1986

First 20 TV groups:
Latest ranking

Vol. 111 No. 22

Broadcasting Dec 1

Must-carry order is released
Top 20 TV group owners □ Top 50 cable MSO's
Advancing on the Western Cable Show

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loan from the Texas bank a year later, at what Colino told the board would be a saving of $1 million in interest charges.

Then, last summer, as interest rates were declining, the board decided to refinance construction of Phase I of the aluminum-and-glass structure, which has won awards for its design. The signatories had financed the construction themselves at a time when interest rates were high. At about the same time as the board proposed a refinancing plan, RepublicBank reemerged, with a refinancing offer—and, in August, it abruptly demanded an answer by Aug. 18. Alegrett, after conferring with Colino, who was out of town, is said to have approved the offer, on that day, subject to approval by the board. Apparently no other offers were considered.

Only a few hours later, Peat, Marwick said, the Gerrells appeared in Alegrett's office to demand a brokerage commission of $2,250,000 in connection with the RepublicBank loan. They claimed they were entitled to the payment under the February 1985 agreement. What happened next seems bizarre, but according to the letter, Alegrett, again after consulting with Colino, is said to have agreed to a compromise figure of $1,350,000. The remainder would be paid after the board approved the deal with the Texas bank. (The loan and the payment have yet to be submitted to the board.) All this, despite the fact Alegrett was said to have been told by the acting legal adviser, Claudio Bonnefoy, even before the Gerrells had left the building, that their only claim was in connection with financing of Phase II. If anything, Bonnefoy was reported to have said, the Gerrells were entitled to only 10% of the amount they were seeking. Alegrett's reported explanation for agreeing to the $1.35 million payment was that he wanted "to avoid bad publicity and a threatened lawsuit." The next morning, Alegrett is said to have given the Gerrells a document permitting them to cash the check immediately.

On Aug. 20, Colino reportedly asked Malarkey to do "a spot audit" on the transaction. The product evidently did not satisfy Colino. Peat, Marwick said he asked that it be rewritten, and the revised report, submitted on Aug. 27, placed substantial blame on two Intelsat officials—David Tudge, deputy director for administration and finance, and Intelsat's legal adviser, David Leive (both of whom had been out of the office on Aug. 18)—but concluded that the payment should not have been made. Malarkey, according to the report, was sufficiently disturbed by Colino's request to contact Peat, Marwick.

But there was more, apparently. On Sept. 14, Colino is said to have drafted a memorandum that he asked public affairs officer Robert Leahy to sign, backdated to Aug. 18, advising Alegrett to avoid bad publicity in connection with the payment issue—the rationale Alegrett used in explaining his reason for agreeing to the payment. The Peak, Marwick letter did not say whether Leahy signed the memorandum, but said Colino gave it to Malarkey for use in his dealing with Peat, Marwick.

By that time, according to the Peat, Marwick letter, Colino had taken another step virtually ruling out any chance of recovering the $1.35 million payment. He is said to have negotiated a mutual release with the Gerrells that was "purported" to eliminate any possibility of such recovery. He acted, according to the letter, despite the advice of Tudge and Leive, who said Intelsat did not owe the Gerrells anything. The Gerrells' side of the story—like Colino's and Alegrett's—remains to be told.

There are two other other aspects of the story. One, reported by *The Wall Street Journal*, which cited Intelsat documents, said Colino in July had changed the check-writing arrangements to eliminate the need of a finance department official's signature. According to *The Journal*, the change made it possible for Colino, or Alegrett, when he was serving as acting director general, to sign checks for more than $100,000, provided they obtained an additional signature from one of a number of other executives. The other, reported in the Peat, Marwick letter, said Colino instructed Leahy in June to see to it that Tudge, the chief financial officer, was out of the office as much during the summer as possible. Tudge was already scheduled to be in London in August, so speaking engagements were arranged for him in July. It was not clear what direct connection those two elements had with the payment to the Gerrells, other than that they seemed to reflect a desire by Colino to work free of routine controls in financial matters.

Colino, who is the first American to head the 112-member consortium since its establishment, in 1964, has developed a reputation as a strong, if controversial, leader since becoming director general in January 1984. He has frustrated U.S. government officials attempting to implement U.S. policy to establish separate communications satellite systems; he has made it clear he fears such systems would adversely affect Intelsat's viability. On the other hand, disinterested observers in Washington say Colino has simply been doing the job he was hired to do. And one friend—who was shocked at disclosure of the Peat, Warwick letter and the action taken to suspend Colino and Alegrett—said that if Colino survives the investigation, "he will be stronger than ever." ☐

Changes abound in TV's top 20 owners

Networks still hold down first, second and third, but in rest of BROADCASTING ranking, there are many new faces

Large TV station and group sales in recent months have caused major changes in the ranks of the top 20 television group owners ranked by market penetration. While Capcities/ABC, NBC and CBS still own the top three positions, respectively, RKO, SIN, Outlet, Meredith and Knight-Ridder have all fallen from BROADCASTING's top 20 (BROADCASTING, Dec. 30, 1985), with Home Shopping Network, TVX Broadcast Group, MCA, Hallmark Cards and Reliance Group taking their places.

There has also been movement by some of those still on the list. Twentieth Century Fox moved ahead of Tribune Co. to become the fourth largest TV group with its purchase of WXNE-TV Boston for $28 million. ("Changing Hands," Aug. 25). KKR moved to ninth from seventh after it sold WWHT(TV) Newark, N.J., and would have dropped off the list entirely if its sale of seven TV's to Lorimar had not fallen through (BROADCASTING, Nov. 10). Taft moved from eighth to 19th place after agreeing to sell its independent television stations for $240 million (BROADCASTING, Nov. 24). The Taft sale moved Chris Craft to eighth place and Gannett to 10th. Gannett also passed Cox Broadcasting, although no TV sales have occurred at either group; there have been changes in the markets of both companies' stations. Scripps Howard and Gaylord each moved down one place to 15th and 16th, respectively, because of two new players in the top 20. Hearst moved down two places to 18th place because of a third new player, and Belo became the 20th largest station group.

The biggest news in the top 20, however, is the new groups gaining a large percentage of the U.S. market. The sale of RKO's WOR-TV New York to MCA (which was approved by the FCC last week, see story, page 45) has made MCA the 14th largest owner (by market penetration) with only one TV station. Newcomer Hallmark Cards Inc. became the 15th largest group owner with its purchase of the Spanish International group for $301.5 million ("Changing Hands," July 28). Reliance Group's purchase of the John Blair & Co. stations and the purchase of Norman Lear's WNJU-TV Linden, N.J., moved Reliance into the 17th spot. For the first time two owners of Spanish TV station groups are in the top 20.

Taft's sale of five independent stations in the top 15 markets will catapult TVX Broadcast Group, based in Virgina Beach, Va., to the 11th largest group owner. The most dramatic ascension on the list is the emergence of Home Shopping Network as the seventh largest station group. HSN owned no stations before August when it began its buying spree with the purchase of KKR's WWHT Newark, N.J., and WSNL-TV Smithtown, N.Y. Over the next few months it purchased 10 TV stations, almost all in top 10 markets.

In the chart on page 49, market penetration is based on Arbitron figures for 1986-87 released in October. UHF stations are figured at a 50% discount in coverage.

There is a similar story in the listings of the top 50 cable multiple systems operators that appears on page 50, as TCI and ATC maintain the numbers one and two positions. Group W Cable drops from the list because of its acquisition by a consortium of MSO's, although not all the buyers have included Group W figures in their subscriber totals. New to the list are Adelphia, TKR Cable, TCI-Taft, Hauser, First Carolina, Cencom Cable and Media General. ☐

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1986-87 market ADI household and percentage figures released in October. UHF stations are figured at a 50% discount in coverage, according to FCC rules.

1. □ Capcities/ABC

(24.43%)

Ch. 7 WLS-TV Chicago (3) 3.50%
Ch. 30 KFSN-TV Fresno, Calif. (63) .23%
Ch. 13 KTRK-TV Houston (10) 1.66%
Ch. 7 KABC-TV Los Angeles (2) 5.17%
Ch. 7 WABC-TV New York (1) 7.78%
Ch. 6 WPVI-TV Philadelphia (4) 3.01%
Ch. 11 WTVD(TV) Raleigh-Durham, N.C. (35) .71%
Ch. 7 KGO-TV San Francisco (5) 2.37%

2. □ NBC/GE

(21.01%)

Ch. 5 WMAQ-TV Chicago (3) 3.50%
Ch. 3 WKYC-TV Cleveland (11) 1.61%
Ch. 4 KNBC(TV) Los Angeles (2) 5.17%
Ch. 4 WNBC-TV New York (1) 7.78%
Ch. 4 WRC-TV Washington (9) 1.78%
Ch. 4 KCNC-TV Denver (19) 1.17%

3. □ CBS

(19.46%)

Ch. 2 WBBM-TV Chicago (3) 3.50%
Ch. 2 KCBS-TV Los Angeles (2) 5.17%
Ch. 2 WCBS-TV New York (1) 7.78%
Ch. 10 WCAU-TV Philadelphia (4) 3.01%

4. □ 20th Century Fox

(19.340%)

Ch. 32 WFLD-TV Chicago (3) 1.75
Ch. 33 KRLD-TV Dallas (8) .915%
Ch. 26 KRIV-TV Houston (10) .83%
Ch. 11 KTTV(TV) Los Angeles (2) 5.17%
Ch. 5 WNEW-TV New York (1) 7.78%
Ch. 5 WTTG(TV) Washington (9) 1.78%
Ch. 25 WXNE-TV Boston (6) 1.115%

5. □ Tribune

(18.67%)

Ch. 46 WGNX(TV) Atlanta (12) .70%
Ch. 9 WGN-TV Chicago (3) 3.50%
Ch. 2 KWGN-TV Denver (19) 1.17%
Ch. 5 KTLA(TV) Los Angeles (2) 5.17%
Ch. 26 WGNO-TV New Orleans (33) .35%
Ch. 11 WPIX(TV) New York (1) 7.78%

6. □ Group W

(15.28%)

Ch. 13 WJZ-TV Baltimore (21) 1.02%
Ch. 4 WBZ-TV Boston (6) 2.33%
Ch. 3 KYW-TV Philadelphia (4) 3.01%
Ch. 2 KDKA-TV Pittsburgh (12) 1.38%
Ch. 5 KPIX(TV) San Francisco (5) 2.37%
Ch. 9 KHJ-TV Los Angeles (2) 5.17%

7. □ Home Shopping Network

(14.245%)

Ch. 60 WPWR-TV Chicago (3) 1.75%
Ch. 69 WWHT(TV) Newark, N.J. (1) 3.89%
Ch. 66 WVJV-TV Marlborough, Mass. (6) 1.165%
Ch. 67 KTHT(TV) Alvin, Tex. (10) .83%
Ch. 24 WKJL-TV Baltimore (21) .51%
Ch. 65 WSJT(TV) Vineland, N.J. (4) 1.525%
Ch. 46 KIHS-TV Ontario, Calif. (2) 2.585%
Ch. 61 WCLQ-TV Cleveland (11) .805%
Ch. 66 KPST-TV Vallejo, Calif. (5) 1.185%

8. □ Chris Craft Industries

(10.405%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.17%
Ch. 9 KMSP-TV Minneapolis (15) 1.37%
Ch. 45 KUTP(TV) Phoenix (22) .51%
Ch. 12 KPTV(TV) Portland, Ore. (26) .90%
Ch. 4 KTVX(TV) Salt Lake City (41) .66%
Ch. 4 KMOL-TV San Antonio, Tex. (44) .61%
Ch. 44 KBHK-TV San Francisco (5) 1.185%

9. □ KKR

(9.87%)

Ch. 13 WLOS(TV) Asheville, N.C. (35) .71%
Ch. 5 WAGA-TV Atlanta (15) 1.40%
Ch. 38 WSBK-TV Boston (6) 1.165%
Ch. 8 WJW-TV Cleveland (11) 1.61%
Ch. 2 WJBK-TV Detroit (7) 1.92%
Ch. 4 WTVJ(TV) Miami (14) 1.37%
Ch. 6 WITI-TV Milwaukee (30) .80%
Ch. 39 KCST-TV San Diego (26) .455%
Ch. 13 WTVG(TV) Toledo, Ohio (65) .44%

10. □ Gannett

(8.795%)

Ch. 11 WXIA-TV Atlanta (12) 1.40%
Ch. 56 WLVI-TV Boston (6) 1.165%
Ch. 9 KUSA-TV Denver (19) 1.17%
Ch. 11 KARE(TV) Minneapolis (16) 1.37%
Ch. 5 KOCO-TV Oklahoma City (37) .70%
Ch. 12 KPNX-TV Phoenix (22) 1.02%
Ch. 9 WUSA(TV) Washington (9) 1.78%
Ch. 24 KVUE-TV Austin, Tex. (72) .19%

11. □ TVX Broadcast Group

(8.405%)

Ch. 38 KTJM-TV Pine Bluff, Ark. (53) .26%
Ch. 38 WNOL-TV New Orleans (33) .35%
Ch. 22 WLFL-TV Raleigh, N.C. (38) .345%
Ch. 30 WCAY-TV Nashville, Tenn. (31) .39%
Ch. 30 WMKW-TV Memphis, Tenn. (39) .335%
Ch. 35 KRRT(TV) Kerrville, Tex. (44) .305%
Ch. 33 WTVZ(TV) Norfolk, Va. (46) .30%
Ch. 45 WNRW(TV) Winston-Salem, N.C. (50) .29%
Ch. 49 WNYB-TV Buffalo, N.Y. (36) .35%
Ch. 20 WDCA-TV Washington, D.C. (9) .875%
Ch. 29 WTAF-TV Philadelphia (4) 1.485%
Ch. 21 KTXA(TV) Fort Worth, Tex. (8) .915%
Ch. 20 KTXH(TV) Houston (10) .845%
Ch. 6 WCIX(TV) Miami (14) 1.36%

12. □ Cox

(8.21%)

Ch. 2 WSB-TV Atlanta (12) .70%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%
Ch. 50 WKBD-TV Detroit (7) .96%
Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
Ch. 11 WPXI(TV) Pittsburgh (13) 1.38%
Ch. 30 KDNL-TV St. Louis (18) .60%
Ch. 9 WFTV(TV) Orlando (27) .86%

13. □ MCA

(7.78%)

Ch. 9 WOR-TV New York (1) 7.78%

14. □ Hallmark Cards

(7.695%)

Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%
Ch. 34 KMEX-TV Los Angeles (2) 2.585
Ch. 23 WLTV(TV) Miami (14) .685%
Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
Ch. 41 KWEX-TV San Antonio, Tex. (44) .305%

15. □ Scripps Howard

(7.250%)

Ch. 9 WCPO-TV Cincinnati (28) .81%
Ch. 5 WEWS(TV) Cleveland (11) 1.61%
Ch. 41 KSHB-TV Kansas City, Mo. (29) .405%
Ch. 5 WMC-TV Memphis (39) .335%
Ch. 15 KNXV-TV Phoenix (22) .51
Ch. 2 KJRH(TV) Tulsa (52) .53%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (57) .51%
Ch. 7 WXYZ-TV Detroit (7) 1.92%
Ch. 28 WFTS(TV) Tampa (17) .62%

16. □ Gaylord

(7.205%)

Ch. 43 WUAB(TV) Cleveland (11) .805%
Ch. 11 KTVT(TV) Fort Worth (8) 1.83%
Ch. 39 KHTV(TV) Houston (10) .83%
Ch. 18 WVTV(TV) Milwaukee (30) .40%
Ch. 8 WVUE(TV) New Orleans (33) .74%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.36%
Ch. 13 WTVT(TV) Tampa, Fla. (17) 1.24%

17. □ Reliance Group

(7.16%)

Ch. 47 WNJU-TV Linden, N.J. (1) 3.89
Ch. 52 KVEA(TV) Corona, Calif. (2) 2.585
Ch. 51 WSCV(TV) Fort Lauderdale, Fla. (14) .685
Ch. 4 WKAQ-TV San Juan, P.R. NR*

18. □ Hearst

(6.96%)

Ch. 11 WBAL-TV Baltimore (21) 1.02%
Ch. 5 WCVB-TV Boston (6) 2.37%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .80%
Ch. 4 WTAE-TV Pittsburgh (13) 1.38%

19. □ Taft

(5.83%)

Ch. 6 WBRC-TV Birmingham, Ala. (43) .63%
Ch. 12 WKRC-TV Cincinnati (28) .81%
Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
Ch. 8 WGHP-TV High Point, N.C. (50) .58%
Ch. 4 WDAF-TV Kansas City, Mo. (29) .81%
Ch. 10 KTSP-TV Phoenix (22) 1.02%
Ch. 10 WTSP(TV) St. Petersburg, Fla. (17) 1.24%

20. □ Belo Broadcasting

(5.68%)

Ch. 8 WFAA-TV Dallas (8) 1.83%
Ch. 13 WVEC-TV Hampton, Va. (46) .60%
Ch. 11 KHOU-TV Houston (10) 1.66%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

* TV groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

Cable's top 50

Company	*Basic subs*	*Homes passed*	*Basic penetration*	*Pay subs*	*Total homes*
1. TCI (Dec. 31, 1985)	3,902,000	7,033,000	55.5%	2,823,000	N/A
2. ATC (Dec. 31, 1985)	2,700,000	4,900,000	55.1%	2,300,000	N/A
3. Storer (Sept. 30)	1,509,000	2,567,000	58.8%	1,263,000	2,886,000
4. Cox Cable	1,346,269	2,386,379	56.4%	1,295,364	2,430,324
5. Continental (Sept. 30)	1,324,000	2,410,000	54.9%	1,437,000	2,470,000
6. Warner Amex	1,200,000	2,333,000	51.4%	512,000	3,000,036
7. Comcast (Sept. 30)	1,103,145	2,017,000	54.7%	922,675	2,316,000
8. United	1,075,850	1,833,107	58.7%	813,423	N/A
9. Newhouse (Sept. 30)	981,630	1,573,521	62.4%	959,495	N/A
10. Viacom	930,000	1,670,000	55.7%	691,000	1,700,000
11. Times Mirror	841,000	1,550,000	54.3%	529,000	N/A
12. Jones Intercable	796,402	1,285,850	61.9%	590,742	N/A
13. United Artists	748,819	1,220,889	61.3%	594,037	1,266,378
14. Sammons	748,389	1,227,906	60.9%	732,749	N/A
15. Heritage (Sept. 30)	738,115	1,572,451	46.9%	556,996	1,742,736
16. Cablevision Systems	600,500	N/A	N/A	N/A	N/A
17. Century	592,176	N/A	N/A	N/A	N/A
18. Rogers (Sept. 30)	548,726	1,228,806	44.7%	581,066	N/A
19. Telecable	496,005	814,075	60.9%	591,339	N/A
20. Daniels (Sept. 30)	452,825	836,952	54.1%	564,695	N/A
21. Cablevision Industries	417,006	604,357	69.0%	301,466	917,082
22. McCaw	415,104	717,204	57.8%	235,661	N/A
23. Prime Cable (Sept. 30)	414,100	878,200	47.2%	468,800	900,000
24. American Cablesyst. (Sept. 30)	401,264	902,669	44.4%	556,392	1,217,040
25. Adelphia	399,965	628,290	63.7%	302,146	N/A
26. Centel	384,825	661,654	58.2%	285,056	681,986
27. Post-Newsweek (Sept. 30)	362,892	549,032	66.1%	216,104	557,993
28. Wometco	360,000	634,000	56.8%	226,000	N/A
29. Scripps-Howard	345,427	N/A	N/A	N/A	N/A
30. TCA Cable	294,759	390,953	75.4%	99,957	N/A
31. Multimedia	292,712	552,775	53.0%	268,197	N/A
32. Colony (Sept. 30)	249,738	456,644	54.7%	243,053	470,800
33. Maclean Hunter	241,423	469,599	51.4%	310,000	989,599
34. Falcon	230,051	N/A	N/A	194,593	N/A
35. Sutton Capital	218,972	426,601	51.3%	220,184	N/A
36. Lenfest (Sept. 30)	212,238	455,570	46.6%	208,236	560,834
37. Service Electric	210,000	300,000	70.0%	75,000	N/A
38. Communications Services	205,000	290,000	70.7%	N/A	N/A
39. Rifkin	200,000	320,000	62.5%	117,000	N/A
40. TKR Cable	184,200	314,200	58.6%	247,900	320,000
41. TCI-Taft (Sept. 30)	183,000	270,600	67.6%	112,800	N/A
42. Western	179,581	250,640	71.6%	93,779	N/A
43. Cablentertainment	173,000	225,000	76.9%	76,000	N/A
44. Hauser	161,000	410,000	39.3%	192,000	596,000
45. Adams Russell	153,500	259,300	59.2%	129,200	304,000
46. First Carolina	153,477	281,440	54.5%	104,754	310,000
47. Harte Hanks	149,600	321,762	46.5%	123,863	369,137
48. Cencom Cable	144,000	255,000	56.5%	115,000	285,000
49. New York Times (Sept. 30)	137,082	241,204	56.8%	129,606	N/A
50. Media General	136,000	224,000	60.7%	220,000	254,000

TCI figures do not include its portion of Group W purchase (629,513 subscribers), 51% interest in UA (748,819 subs) or its divestment of TeleScripps venture with Scripps Howard (269,407 subs). Those adjustments would give the MSO over 5 million subscribers. TKR Cable is joint venture between TCI and Knight Ridder. ATC's figures do not include its portion of Group W purchase (500,000 subs), which will be operated as separate company, partnership between ATC and Houston Industries. Heritage figures do not include incorporation of systems acquired with purchase of Rollins (207,500 subs). Hauser numbers includes pending acquisitions. Numbers are for Oct. 31 unless otherwise noted.

Cable programing status report

The following is a list of the basic and pay cable programing services and their accompanying subscriber totals. VH-1 and Home Shopping Network I are among the fastest growing basic services with percentage increases of 52.8% and 50.4%, respectively. The top 10 basic cable show reflect modest increases as system construction winds down. A number of home shopping services are new to the list, including TelShop, Cable Value Network, QVC Network, HSN II, Video Shopping Mall and Sky Merchant. The problems facing the pay services are evident in the small increases and, in some cases, decreases in subscriber totals from last year.

Basic cable services

Cable service	*No. of systems*	*Nov. 86 subs*	*Nov. 85 subs*	*% change*
ESPN	14,260	38,500,000	37,000,000	4.1%
WTBS	11,119	38,456,000	35,219,000	9.2%
Cable News Network	9,955	35,834,000	33,501,000	7.0%
USA Network	6,500	33,000,000	30,900,000	6.8%
CBN	7,318	32,338,000	30,065,000	7.5%
MTV	3,679	29,800,000	27,800,000	7.2%
Nashville Network	4,200	27,910,000	24,100,000	15.8%
Nickelodeon	4,510	27,600,000	26,200,000	5.3%
Lifetime	3,050	27,100,000	24,000,000	12.9%
C-SPAN I	2,300	25,250,000	23,000,000	9.8%
Nick at Nite	2,634	23,400,000	—	—
Financial News Network	1,425	23,100,000	19,300,000	19.7%
Weather Channel	2,200	22,000,000	19,000,000	15.8%
Arts & Entertainment	2,300	22,000,000	17,500,000	25.7%
WGN	9,126	21,718,000	16,861,000	28.9%
CNN Headline News	3,538	20,976,000	17,180,000	22.0%
Score	1,000	18,900,000	—	—
PTL	1,638	15,000,000	13,000,000	15.4%
VH-1	1,103	13,600,000	8,900,000	52.8%
Black Entertainment TV	705	13,000,000	12,200,000	6.6%
Tempo TV	640	12,500,000	11,900,000	5.0%
TelShop	650	10,200,000	—	—
Home Shopping I	517	9,774,977	6,500,000	50.4%
Discovery Network	987	9,600,000	—	—
WOR	1,999	8,669,134	5,600,000	54.8%
C-SPAN II	286	7,600,000	—	—
Silent Network	242	7,200,000	7,200,000	0.0%
Learning Channel	700	7,100,000	6,300,000	12.7%
Video Shopping Mall	60	7,100,000	—	—
Trinity	473	6,528,000	5,896,000	10.7%
Country Music TV	428	6,200,000	5,700,000	8.8%
Eternal Word TV Network	330	5,400,000	4,000,000	35.0%
Home Shopping II	176	5,322,296	—	—
Cable Value Network	600	4,900,000	—	—
Acts Satellite Network	236	4,600,000	3,500,000	31.4%
WPIX	251	2,432,000	2,045,000	18.9%
QVC Network	58	2,000,000	—	—
KTVT	125	1,875,000	1,594,000	17.6%
Hit Video USA	47	1,700,000	—	—
Liberty Broadcasting	90	1,300,000	1,300,000	0.0%
Genesis	29	1,137,500	670,000	69.8%
Nostalgia Channel	175	700,000	—	—
*Galavision	300	400,000	160,000	250.0%
Sky Merchant	4	150,000	—	—

Pay cable services

HBO (Jan. 1)	6,700	14,600,000	14,500,000	0.7%
Showtime	4,500	5,200,000	5,400,000	-3.7%
Cinemax (Jan. 1)	3,200	3,700,000	3,300,000	12.1%
The Movie Channel	3,400	3,000,000	3,200,000	-7.1%
Disney	3,000	2,550,000	2,342,000	8.9%
American Movie Classic	325	1,000,000	270,000	270.3%
Playboy	596	600,000	720,000	-16.7%
Bravo	251	350,000	350,000	0.0%

Pay-per-view services

Viewer's Choice	50	1,600,000
Request TV	80	1,300,000
Jerrold's Cable Video Store	9	2,000

*Galavision is gradually being shifted to basic service from pay service.

1985 and 1995, following their pay cable windows. Those films include "9½ Weeks," "Diner," "The Year of the Dragon," "2010," "Poltergeist" and others.

Among TPS's other product is *Cousteau's Discovery of the World*, a series of monthly specials that play first on superstation WTBS(TV) Atlanta. TPS has a three-year agreement with Costeau, and will probably renew the agreement for the monthly specials for a fourth year. In addition, there are the *National Geographic: On Assignment* specials, and *CNN Television*, a news service through which stations can get coverage of live breaking stories.

Among the MGM series that TPS will distribute are *Gilligan's Island*, *CHiPS*, *Man From Uncle* and *Courtship of Eddie's Father*. TPS will also distribute a number of classic cartoons, such as *Tom & Jerry*, *Bugs Bunny* and the original Max Fleischer's *Popeye*.

Barry said that TPS will sell programing on either a cash or barter basis. Currently, barter sales for the division are handled by TBS Sales Inc., with offices in New York, Chicago, San Francisco and Atlanta.

The reorganization of TPS was done un-

Nine in a row: NBC ties second-best season streak

NBC won week nine (ended Nov. 23) of the prime time ratings and in the process tied the record for the second longest consecutive week winning streak during a regular viewing season. The streak ties the nine straight victories last accomplished during the 1977-78 season by ABC. The record is 29 weeks, achieved by CBS during the 1963-64 season.

(On a nonseasonal basis, CBS had a 23-week winning streak from March 18 to Aug. 25 in 1974 and ABC had a 14-week undefeated stretch from Jan. 8 to April 15 in 1979).

NBC won week nine with an 18.0/28. CBS followed with a 16.8/26 and ABC came in with a 14.2/22. Last year, week nine was a CBS win, when the network pulled an 18.1/27. NBC followed close on the heels with a 17.8/27, while ABC had a 14.7/22. NBC's nine straight wins have left NBC with a comfortable season-to-date lead: 18.8/30 to CBS's 16.0/26 and ABC's 14.4/23.

CBS bounced back to take the evening news race in week nine with a 12.4/21, knocking NBC from first to second (11.9/21). ABC's ***World News Tonight with Peter Jennings*** closed out the week with an 11.0/20. Last year's news numbers ran: CBS 13.5/23, NBC 12.3/21 and ABC 11.5/19.

HUT levels (homes using television) stood at 64% for week nine, up from week eight's 63.6%. Last year's HUT was 66.5%. Week nine's viewing homes numbered 55.9 million, up from 1985's comparable 57.1 million.

NBC took Monday, Thursday and Saturday, while CBS took Wednesday, Friday and Sunday, and ABC Tuesday.

NBC took Monday night with a 23.7/35.0. The network's Monday night movie, ***Kate's Secret***, scored a 24.1/36, beating ABC's ***Monday Night Football*** (San Francisco-Washington) which scored a 17.7/31. From 8 to 9 p.m., a ***Family Ties*** special and ***ALF***, also on NBC, took their time periods with a 24.5/35 and a 21.5/31, respectively. Part two of CBS's mini-series, ***Fresno***, pulled a 15.2/22, which put the show in 36th place. (Parts three, four and five finished 50th, 52d and 51st, respectively.

ABC won Tuesday by almost a full six rating points—20.6/32.6 over CBS's 14.8/23.5. NBC pulled in at 12.6/19.9. The 8 to 10 p.m. period was firmly ABC's, and ***Jack & Mike*** at 10 p.m. (15.3/27) increased its numbers over the previous week. The show has a season average of 14.6/22 and ranks 45th. CBS's movie, ***Penalty Phase***, pulled in an overall 15.8/26 for the evening.

Wednesday was a win for CBS with a 16.5/26.1. The evening's programing was delayed by President Reagan's press conference. ABC and CBS brought back regular programing at about 8:45 p.m., while NBC started at 9 p.m. CBS's ***Equalizer*** pulled a 16.0/26 and ranked 29th. ABC's ***Dynasty*** came in 34th with a 15.6/24 while ***Hotel*** ranked 39th with a 14.7/26. Part four of ***Fresno*** pulled in a 12.5/24.

On Thursday, NBC put the news-feature ***Fast Copy*** in place of ***Hill Street Blues*** at 10-11 p.m., but picked up only a 12.1/20. ***L.A. Law*** will take over the time slot this week, while ***Hill Street Blues*** moves to Tuesday at 9 p.m. In its final broadcast on Thursday nights, during week eight, ***Hill Street*** scored a 15.7/30, 1.2 rating points below its season average, but one share point higher. ***L.A. Law*** on Friday ran slightly above its average, scoring a 15.9/27, just 0.3 points above its 15.6/27 season-to-date.

But Friday's last airing of ***L.A. Law*** wasn't enough to compete with CBS's ***Falcon Crest***, which won the evening's 10-11 p.m. slot with an 18.1/31. The show ranked 21st for the week. All three prime time hours went to CBS, with ***Dallas*** racking up a 21.5/34 from 9 to 10 p.m. and ***Scarecrow and Mrs. King*** taking 8-9 p.m. with a 15.7/26. ABC's two-hour ***Love Boat*** special scored only a 9.8/16, putting it at 59th.

ABC has inserted ***Sidekicks*** and ***Sledge Hammer!*** to replace ***Life with Lucy*** and ***The Ellen Burstyn Show*** from 8 to 9 p.m. on Saturday night but it made little difference as NBC's powerhouse took the night with a 19.7/33. ***Lucy*** ranked 72d in season-to-date numbers with a 9.0/16 and ***Ellen Burstyn*** followed at 73d with a 7.6/13. ***Sledge Hammer!*** is the only show of the four with a season-to-date above 10.0, standing at 10.2/16. Those slightly higher season-to-date share averages than their predecessors were reflected in week nine. ***Sledge Hammer!*** scored a 9.3/15 in its new time slot while ***Sidekicks*** brought in a 9.3/16. For the night, ABC scored a 7.8/13.1 while CBS tallied a 10.8/18.0 with an extended movie, ***Houston: Legend of Texas***.

Although ABC didn't win Sunday, its ***Disney Sunday Movie*** racked up its highest season-to-date rating and share (15.8/23) with its presentation of "The Thanksgiving Promise." That was good enough to tie for 31st place with the ***CBS Tuesday Movie***—pulling the program up 12 positions over week eight's 43d place, and giving it a boost of 2.5/3 over the show's season-to-date average of 13.3/20. Sunday, overall, went to CBS, which aired the movie ***Women of Valor*** against ABC's ***Nazi Hunter*** and NBC's ***Combat High***. CBS took the night with a 23.2/34.5, against NBC's 16.5/24.6 and ABC's 14.8/22.0.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	34.7/50
2.	Family Ties	NBC	32.0/46
3.	Murder, She Wrote	CBS	28.3/39
4.	60 Minutes	CBS	27.3/39
5.	Cheers	NBC	26.9/40
6.	Golden Girls	NBC	26.5/43
7.	Moonlighting	ABC	24.6/37
8.	Family Ties Special	NBC	24.5/35
9.	Night Court	NBC	24.3/36
10.	NBC Monday Night Movies	NBC	24.1/36
11.	Growing Pains	ABC	22.2/33
12.	Who's the Boss	ABC	21.7/33
13.	Dallas	CBS	21.5/34
13.	ALF	NBC	21.5/31
15.	227	NBC	20.3/33
16.	Knots Landing	CBS	20.0/34
17.	CBS Sunday Movie	CBS	19.6/32
18.	Amen	NBC	19.5/33
19.	NBC Sunday Night Movie	NBC	18.9/29
20.	Miami Vice	NBC	18.6/29
21.	Falcon Crest	CBS	18.1/31
22.	Magnum P.I.	CBS	18.0/27
23.	Facts of Life	NBC	17.9/30
24.	NFL Monday Night Football	ABC	17.7/31
25.	Newhart	CBS	17.0/24
25.	Matlock	NBC	17.0/25
27.	Hunter	NBC	16.9/30
28.	Simon & Simon	CBS	16.6/25
29.	Equalizer	CBS	16.0/26
30.	L.A. Law	NBC	15.9/27*
31.	Disney Sunday Movie	ABC	15.8/23
31.	CBS Tuesday Movie	CBS	15.8/26
33.	Scarecrow & Mrs. King	CBS	15.7/26
34.	Dynasty	ABC	15.6/24
35.	Jack & Mike	ABC	15.3/27
36.	Fresno, pt. 2	CBS	15.2/22
37.	Easy Street	NBC	15.1/21
38.	Designing Women	CBS	15.0/22
39.	Hotel	ABC	14.7/26
40.	MacGyver	ABC	14.6/22
41.	Highway to Heaven	NBC	14.5/22
42.	Webster	ABC	14.3/24
43.	Cagney & Lacey	CBS	14.2/23
44.	ABC Sunday Night Movie	ABC	13.7/21
44.	Our House	NBC	13.7/21
46.	Valerie	NBC	13.6/19
47.	Head of the Class	ABC	13.5/21
48.	Mr. Belvedere	ABC	13.2/21
49.	St. Elsewhere	NBC	12.9/24
50.	Fresno, pt. 3	CBS	12.8/19
51.	Fresno, pt. 5	CBS	12.7/18
52.	Fresno, pt. 4	CBS	12.5/24
52.	Gimme a Break	CBS	12.5/20
52.	Amazing Stories Special	NBC	12.5/20
55.	NFL Football Special	ABC	12.1/19
55.	Fast Copy	NBC	12.1/20
57.	A Team Special	NBC	11.2/17
58.	CBS Saturday Movie	CBS	10.8/18
59.	Love Boat Special	ABC	9.8/16
60.	1986	NBC	9.6/17
61.	Sidekicks	ABC	9.3/16
61.	Sledge Hammer!	ABC	9.3/15
63.	Spenser: For Hire	ABC	7.8/14
64.	Heart of the City	ABC	6.4/10

*indicates premiere episode

proceeding. Approved settlement agreement and dismissed with prejudice apps. of Contemporary, Powell Communications and Charisma Radio Partners; granted Marion Broadcasting Co.'s app. for new FM station at Marion, and terminated proceeding. By MO&O, Nov. 13.

■ Bluefield, W. Va. (Interface Productions Inc., et al) TV proceeding. Granted petition by Living Faith Ministries Inc. and enlarged issues against Paul Lambert Ltd. to determine whether Lambert is legally qualified to be commission licensee; whether there exist undisclosed real parties in interest to Lambert app., and if so, who those persons are, and whether Lambert has abused commission's processes. By MO&O, Nov. 13.

■ Baraboo and Menomonie, Wis. (Baraboo Broadcasting Corp. [WRPQ] and Phillips Broadcasting Co. [WMNE]) AM proceeding. By separate orders: granted Phillips' motion for summary decision and resolved environmental issue in its favor; conditionally granted amended app. of Baraboo resulting in first nighttime AM service in Baraboo, Wis., on WRPQ; granted app. of Phillips modifying facilities of WMNE Menomonie, and terminated proceeding. By MO&O's, Nov. 14.

ALJ Joseph P. Gonzalez made following decisions

■ Rancho Cordova, Calif., and Tonopah, Nev. (Minority Communications of California Inc. and Tonopah Broadcasters Inc.) AM proceeding. Approved settlement agreement and dismissed with prejudice app. of Tonopah Broadcasters for AM facilities at Tonopah; granted app. of Minority Communications for new AM station at Rancho Cordova, and terminated proceeding. By MO&O, Nov. 7.

■ Bluffton, S.C. (Dohara Associates Inc. and Sharon R. Fulmer) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Sharon R. Fulmer; granted Dohara's app. for new FM station at Bluffton, and terminated proceeding. By MO&O, Nov. 7.

ALJ Edward J. Kuhlmann made following decisions

■ Anchorage (David A. Rawley Jr., et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of David A. Rawley and Borealis Broadcasting Inc.; granted app. of Northern Way Broadcasting Inc. for new FM station at Anchorage and terminated proceeding. By MO&O, Nov. 12.

■ Henderson, Ky. (Western Kentucky University) Ed-FM proceeding. Granted Western Kentucky's renewed motion for summary decision and to limited extent resolved main studio issue in its favor; conditionally granted Western Kentucky's app. for new noncommercial FM station at Henderson, and terminated proceeding. By MO&O, Nov. 10.

ALJ Walter C. Miller made following decision

■ Hastings, Neb. (Charles Ray Shinn, et al) FM proceeding. Granted Charles Ray Shinn's motion for summary decision and resolved air hazard issue in his favor. By MO&O, Nov. 14.

ALJ Richard L. Sippel made following decision

■ Bunnell, Fla. (Meredith Corp., et al) TV proceeding. By separate orders: granted motions by Meredith Corp. and Bunnell Communications Inc. to enlarge issues against Glenda McLeod and Bunnell Television Co. to determine whether potential interference of their short-spaced television transmitter sites would be insignificant and whether granting of waiver would be in public interest; granted in part Bunnell's petition to enlarge issues against McLeod to determine antenna and transmitter site availability, and, whether McLeod misrepresented and/or was lacking in candor by proposing site without having obtained reasonable assurance of its availability. By MO&O's, Nov. 10 and Nov. 14.

ALJ Joseph Stirmer made following decisions

■ Northampton, Mass. (Northampton Media Associates, et al) FM proceeding. Approved settlement agreement between Northeast Communications and Cutter Broadcasting Inc., and dismissed Northeast's app. with prejudice. All other apps. remain in hearing status. By MO&O, Nov. 10.

■ Mifflinburg, Pa. (FM-98 and Hale Communications) FM proceeding. Granted to limited extent, Hale's motion to enlarge issues against FM-98 to determine: whether FM-98 failed to fulfill its issues/programs list reponsibilities; whether it failed to maintain a public file; whether it made misrepresentations, exhibited lack of candor, or made improper certifications to commission, and in light of foregoing, whether FM-98 possesses requisite qualifications to remain commission licensee and whether grant of its app. for renewal of lic. would serve public interest. By MO&O, Nov. 12.

Call Letters

Applications

Call	*Sought by*
	New TV's
WRJM-TV	Shelly Broadcasting Co., Troy, Ala
*WIEB	Islamorada Educators Broadcasting Inc., Islamorada, Fla
	Existing AM's
KFAY	KHOG Demaree Media Inc., Farmington, Ark
KHOG	KFAY Bowman & Caselman Enterprises Inc., Fayetteville, Ark
	Existing FM's
WLMX	WOWE Chattanooga Radio, Rossville, Ga
KEZF	KID-FM Simmons Family Inc., Idaho Falls, Idaho
WIZF-FM	WSAI Inter Urban Broadcasting of Cincinnati Inc., Erlanger, Ky
WJQI	WNRN Aylett B. Coleman, Virginia Beach, Va
	Existing TV
WFXT	WXNE Twentieth Holdings Corp., Boston

Grants

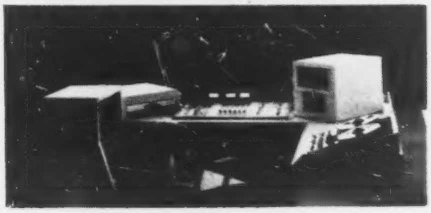
Call	*Assigned to*
	New AM
KAJD	Denali Broadcasting Co., Juneau, Alaska
WRRD	Minority Christian Radio of West Virginia, Blennerhassett, W Va
	New TV
WTTA	Bay Television Inc., St. Petersburg, Fla
	Existing AM's
KESS	KSSA Mark Rodriguez Jr. Broadcasting Inc., Fort Worth
WQZN	WABK Kennebec-Tryon Communications Corp., Gardiner, Tex
WKZN	WPED Elting Enterprises Inc., Crozet, Va
KAQQ	KLSN Lilac City Broadcasting Co., Spokane, Wash
	Existing FM's
WAVK	WPLC Key Chain Inc., Marathon, Fla
WFSY	WGNE-FM The Woodfin Group, Panama City, Fla
KATZ-FM	WZEN Inter Urban Broadcasting of St. Louis, Alton, Ill
KZMZ	KTIZ Alexandria Broadcasting Co., Alexandria, La
KKBE	KKEE New West Broadcasting Co., Alamogordo, N.M.
KSSA	KESS Latin American Broadcasting Co., Fort Worth
WMZK	WJMT-FM Roberts Broadcasting Inc., Merrill, Wis
	Existing TV's
KGWC-TV	KCWY-TV Stauffer Communications Inc., Casper, Wyo
KGWN-TV	KWWY Stauffer Communications Inc., Cheyenne, Wyo
KGWL-TV	KOWY Stauffer Communications Inc., Lander-Riverton, Wyo
KGWR-TV	KWWY Stauffer Communications Inc., Rock Spring, Wyo

Summary of broadcasting
as of June 30, 1986

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Studio Systems for AM • FM • TV Audio



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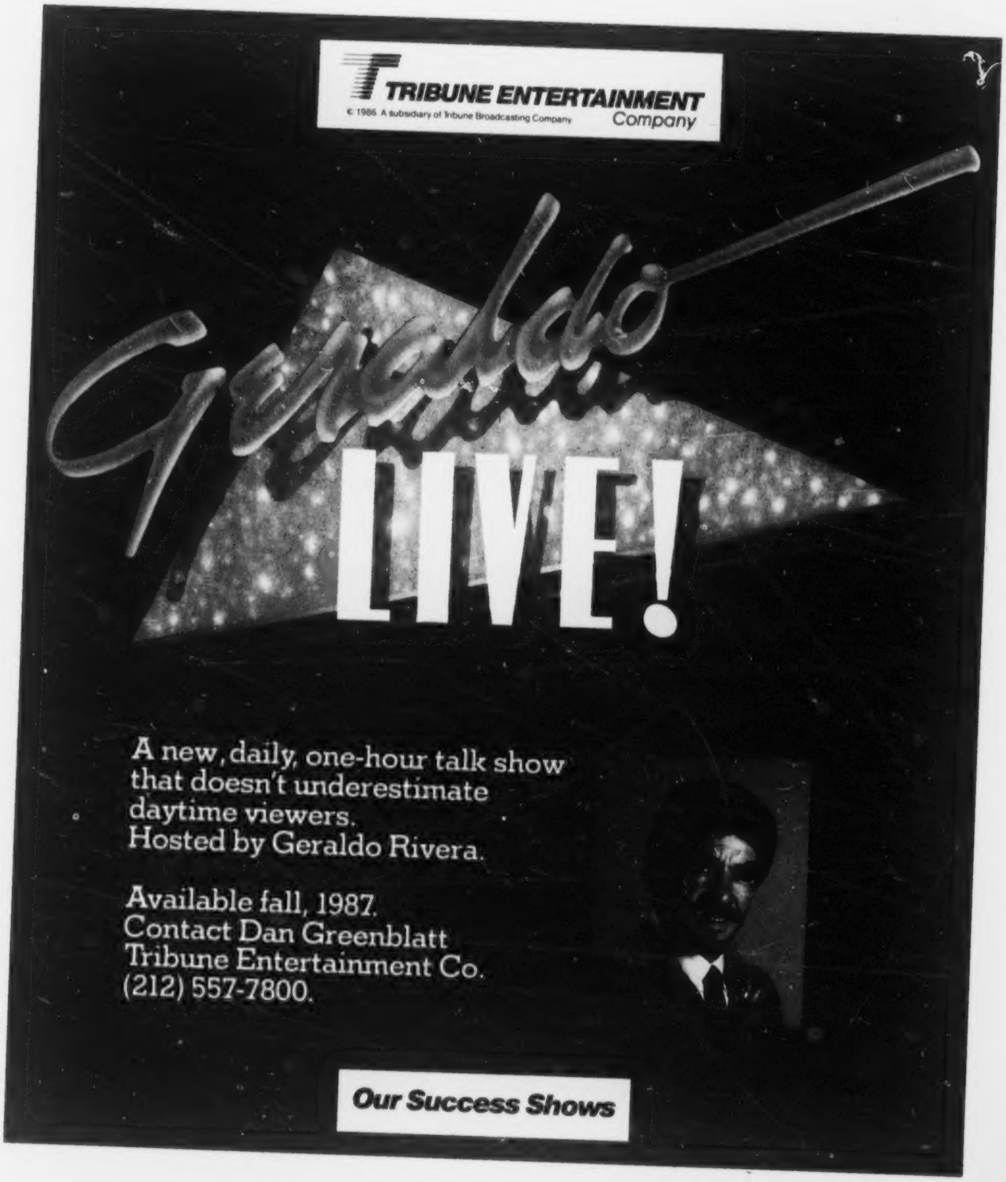
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56th Year 1986

State of the Art: Journalism

Vol. 111 No. 23

Broadcasting Dec 8

Western Cable Show coverage
State of the Art: Journalism
ABC deals its compensation hand

WESTERN SHOW □ Programing is watchword at Western Cable Show, as panelists discuss future of PPV, rate restructuring and pay problems. **PAGE 47.** FCC's McKinney outlines must-carry order. **PAGE 49.**

EXECUTIVES REMOVED □ Intelsat ousts Colino and Alegrett over misappropriation of funds. **PAGE 52.**

HAND DEALT □ ABC details compensation cuts in meeting with affiliates. **PAGE 53.**

JOURNALISM 1986 □ Technology has become a prime force for change in television journalism, redefining the relationship between network and affiliate and giving rise to a variety of independent news services and ad hoc station ventures. **PAGE 60.** BROADCASTING sat down with NBC News President Larry Grossman and CBS News President Howard Stringer to discuss the state of their art. **PAGE 68.** Radio networks are changing, with satellite technology enabling stations to target their audience. **PAGE 90.** A sampling of news directors reveals a range of approaches to what's new in newsgathering. **PAGE 92.** Political news and 24-hour service have become mainstays in the cable industry. **PAGE 95.**

BLUE NOTES □ Despite rise in stock market, some programing stocks have not followed suit. **PAGE 97.**

NEW ORDER □ Storer restructures in wake of collapse of takeover bid by Hollywood programer, Lorimar-Telepictures. **PAGE 99.**

RADIO GROWTH □ RAB President Bill Stakelin predicts radio revenue will jump 10% in 1987. **PAGE 99.**

COUNTRY SPECIFIC □ Vitt Media study finds worldwide advertising buys being tailored to individual companies. **PAGE 100.**

VIEWING STANDARDS □ Nielsen Media Research to begin accumulating data on viewing of recorded television programing. **PAGE 101.**

PLEDGELESS MONEY □ More public television stations are turning to pledgeless pledge drives to raise money. **PAGE 110.**

SECA CONFERENCE □ CPB, PBS, NPR officials forecast next five years for organizations. **PAGE 111.**

SWITCH HITCH □ Independent broadcasters succeed in getting Seattle city council to postpone vote on cable franchise transfer because of proposed channel realignment. **PAGE 113.**

HELPING HANDS □ Jim Henson has rewarded television, his first love, with the puppet baby boomers, the Muppets, enriching the medium as well as the childhoods, original and extended, of several generations. **PAGE 135.**

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show for itself. That will effectively take the burden off Group W to clear the show in enough of the country to make sales of the barter spot effective.

Clearances for *P.M.*, the longest running show in the history of prime time access (10 years), have fallen. It lost the Fox stations in New York, Los Angeles, Chicago and Washington this fall and is now cleared on roughly 50 stations. The Group W stations will continue to carry the program, and the *P.M.* office in San Francisco will continue to act as headquarters for the show's "cooperative," which gathers stories from stations carrying the show, principally the Group W stations. On Group W stations, the show is entitled *Evening Magazine*.

Dr. Bill Baker, president of Group W Television, said that clearances of the show will now be handled by executives at Group W Television, including himself. The show will be sold to stations desiring to give it what Group W thinks is proper handling, Baker said. *P.M.* consists of a number of life-style and infotainment segments.

"The bottom line is that we are fully committed to this show," said Baker, who stressed that the show has been successful in generating ratings and revenue for stations, the Group W stations included, "if it is done right." The show is no longer economically viable to syndicate nationally, however, he said. □

NBC narrowly wins week 10

NBC won its 10th consecutive prime time ratings for the week ended Nov. 30, but just by a nose, scoring a 15.9/26 against CBS's 15.6/26. ABC followed with a 13.1/22. Season-to-date standings for this season are: NBC 18.5/29, CBS 16.0/25 and ABC 14.3/23.

Last year for week 10 the network averages stood at NBC 18.3/28, CBS 16.3/25 and ABC 14.4/22. The comparable 1985 season-to-date numbers were NBC 17.9/28, CBS 17.0/26 and ABC 16.1/25.

The battle for evening news supremacy also went to NBC, with the *Nightly News* posting a 12.9/23 over CBS's 11.2/21 and ABC's 10.4/19. Last year's news numbers were CBS 13.7/23, NBC 11.8/21 and ABC 10.7/19.

NBC also won the November sweeps period (Oct. 30-Nov. 26), its seventh sweeps victory in a row, according to the Nielsen Television Index data. The ratings were: NBC 17.5/28, CBS 15.9/25 and ABC 14.2/22.

Week 10's HUT (homes using television) stood at 60.7%, down considerably from week nine's 64%, and from last year's HUT of 64.4%. In terms of viewer homes, week 10 this year had 53.1 million homes, down from week nine's 55.9 million and down from last year's 55.3 million.

While NBC took the week, ABC took the first three nights of week 10 (Monday through Wednesday), something the network hasn't done since week two. NBC took Thursday and Saturday, while CBS took Friday and Sunday.

ABC's first win of the week came with a 19.0/28.7, with ***Monday Night Football*** (New York Jets vs. Miami Dolphins) scoring a 19.3/32 from 9 to 11 p.m. CBS's 9 to 11 p.m. lineup scored a 17.0/26.3, computed from the averages of ***Newhart***, from 9 to 9:30 p.m. (20.1/29), ***Designing Women***, from 9:30 to 10 p.m. (17.5/26) and ***Cagney & Lacey***, from 10 to 11 p.m. (15.2/25). NBC's ***The Ted Kennedy Jr. Story***, which ran from 9 to 11 p.m., pulled in a 16.8/26. CBS was second for the night (17.7/27.1) and NBC third (15.8/23.9).

The regular Tuesday lineup on ABC pulled a 17.6/27.9 for the network, while CBS's ***Charlie Brown*** Thanksgiving special and Tuesday movie, ***That Secret Sunday***, only gave the network a 14.4/22.7. (CBS also aired a news special from 8 to 9 p.m., scoring a 10.9/16.) NBC's lineup of ***Matlock***, ***You Are the Jury*** and a news special gave the network the low score of 13.1/20.9.

Wednesday's win was a close one, with ABC pulling a 14.9/25.0 over CBS's 14.7/24.6. NBC placed third with a 13.9/23.0. All three networks aired regular programing.

Thursday's regular lineup for NBC gave the network a 20.1/36.5 for the night. CBS's Thursday movie, from 8 to 10 p.m., ***Smokey and the Bandit, Part Three***, pulled a 10.7/19, while all four half-hours on NBC during the same period scored in the 20's for rating points and the high 30's or 40's for shares. The low point for the evening for ABC was a Disney special, ***Fluppy Dogs***, which, opposite ***Cosby*** and ***Family Ties***, scored a 5.3/10, making the special the last-ranked program.

Friday night was filled with specials, with ABC airing ***Kingdom Chums*** from 8 to 9 p.m., a ***Starman*** special at 9 p.m. and ***Tears of Joy, Tears of Sorrow*** from 10 to 11 p.m. CBS aired a country-music special, ***Alabama... Alabama Is My Home***, from 8 to 9 p.m., while NBC broadcast ***David Letterman's Second Annual Holiday Film Festival*** from 10 to 11 p.m. ***Alabama*** pulled in a 14.8/26; ***Letterman*** a 14.1/25. ABC pulled a low 8.5/14.7 for the night, while NBC scored a 14.4/24.7. CBS won with a 17.8/31.1.

Saturday went to NBC, which aired a Jack Paar special from 10 to 11 p.m., ***Jack Paar Comes Home***. The special racked up a 14.4/27, against ***Spenser: For Hire***'s 10.1/19, on ABC, and CBS's overall 12.3/22 for its movie, ***One Police Plaza***. NBC took Saturday with an 18.1/31.7 versus CBS's 11.7/20.6 and ABC's 8.6/15.2.

Sunday's battle of the movies pitted Clint Eastwood in ***Escape From Alcatraz*** on ABC against the actor-mayor's roasting on CBS's ***Allstar Party for Clint Eastwood*** and the subsequent movie, ***Barnum***, which starred Burt Lancaster and Hanna Schygulla. NBC aired the movie, ***The High Price of Passion***. Eastwood the personality beat Eastwood the convict, giving CBS the evening with a 19.8/30.5. NBC's movie pulled in an 18.9/30, which was lower than the numbers for the CBS roast (21.0/31) but higher than CBS's ***Barnum*** (14.9/25). NBC finished second for the night with a 15.7/24.3, ahead of ABC's 13.7/21.1.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	25.7/48
2.	Golden Girls	NBC	25.0/41
3.	60 Minutes	CBS	24.7/36
4.	Family Ties	NBC	24.0/43
5.	Who's the Boss	ABC	21.9/33
6.	Cheers	NBC	21.7/38
7.	Dallas	CBS	21.1/35
8.	All Star Party*	CBS	21.0/31
9.	Growing Pains	ABC	20.6/31
10.	Night Court	NBC	20.1/36
11.	Newhart	CBS	20.1/29
12.	Kate & Allie	CBS	20.0/30
13.	NFL Monday Night Football	ABC	19.3/32
14.	Amen	NBC	19.0/30
15.	NBC Sunday Night Movie	NBC	18.9/30
16.	Moonlighting	ABC	18.8/29
17.	NFL Football	CBS	18.7/31
18.	227	NBC	18.6/31
19.	My Sister Sam	CBS	18.2/27
20.	Falcon Crest	CBS	17.6/32
21.	Designing Women	CBS	17.5/26
22.	Matlock	NBC	17.1/26
23.	Facts of Life	NBC	17.0/30
24.	NBC Monday Night Movies	NBC	16.8/26
25.	CBS Tuesday Movies	CBS	16.1/26
25.	Magnum P.I.	CBS	16.1/26
27.	Equalizer	CBS	15.9/28
28.	Dynasty	ABC	15.9/26
29.	Miami Vice	NBC	15.7/26
30.	Highway to Heaven	NBC	15.4/25
31.	Cagney & Lacey	CBS	15.2/25
32.	Easy Street	NBC	14.9/22
33.	Alabama Special	CBS	14.8/26
33.	Hotel	ABC	14.8/26
35.	Hill Street Blues	NBC	14.6/27
36.	Disney Sunday Movie	ABC	14.5/22
37.	Jack Paar Special	NBC	14.4/27
38.	MacGyver	ABC	14.4/22
39.	Head of the Class	ABC	14.2/23
40.	CBS Sunday Movie	CBS	14.1/25
40.	David Letterman Special	NBC	14.1/25
42.	St. Elsewhere	NBC	14.0/24
43.	Perfect Strangers	ABC	14.0/23
44.	Amazing Stories	NBC	14.0/20
45.	Knots Landing	CBS	13.9/26
46.	ALF	NBC	13.8/20
47.	A Team	NBC	13.3/23
48.	Valerie	NBC	13.2/19
49.	ABC Sunday Night Movie	ABC	13.1/21
50.	You Are the Jury	NBC	13.1/20
51.	20/20	ABC	12.8/24
52.	Gimme A Break	NBC	12.8/21
53.	Jack & Mike	ABC	12.6/22
54.	CBS Saturday Movie	CBS	12.3/22
55.	Mike Hammer	CBS	12.1/20
56.	You Again	NBC	12.0/19
57.	Charlie Brown Special	CBS	11.3/17
58.	Our House	NBC	10.9/17
59.	CBS News Special Report	CBS	10.9/16
60.	CBS Special Movie	CBS	10.7/19
61.	Downtown	CBS	10.6/18
62.	Spenser: For Hire	ABC	10.1/19
63.	Dynasty II: Colbys	ABC	9.9/17
63.	Sledge Hammer	ABC	9.9/17
65.	Sidekicks	ABC	9.7/17
66.	NBC News Special	NBC	9.2/16
67.	Kingdom Chums	ABC	8.6/15
68.	Starman	ABC	8.5/14
69.	Tears-Joy, Tears-Sorrow	ABC	8.3/15
70.	Heart of the City	ABC	6.0/10
71.	Disney Special	ABC	5.3/10

*indicates premiere episode

change TL and make changes in ant. sys. Filed Dec. 1.

■ WJBI (1290 khz) Batesville, Miss.—Seeks to change ERP to 728 w and make changes ft. and make changes in ant. sys. Filed Dec. 1.

■ KTCO (1120 khz) Manor, Tex.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ KBAL (1410 khz) San Saba, Tex.—Seeks CP to change ERP to 800 w. Filed Dec. 1.

■ WIBS (1090 khz) Charlotte Amalie, V.I.—Seeks MP to change TL and make changes in ant. sys. Filed Dec. 1.

■ WSWV (1570 khz) Pennington Gap, Va.—Seeks CP to change power to 2.3 kw. Filed Nov. 28.

FM's

■ WEIZ-FM (100.1 mhz) Phenix City, Ala.—Seeks mod. of license to move studio outside of community of license. Filed Nov. 28.

■ WKRL (97.9 mhz) Clearwater, Fla.—Seeks mod. of CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ WUSA-FM Tampa, Fla.—Seeks CP to change HAAT to 598.6 ft. make changes in ant. sys. Filed Dec. 1.

■ KLVY (103.5 mhz) Dubuque, Iowa—Seeks mod. of license to move studio outside of community of license. Filed Nov. 26.

■ *KUNY (91.5 mhz) Mason City, Iowa—Seeks mod. of CP to change TL and change HAAT to 370.9 ft. Filed Nov. 26.

■ WCOZ (96.7 mhz) Paris, Ky.—Seeks mod. of CP to change ERP to 1.45 kw and change HAAT to 469 ft. Filed Nov. 26.

■ WLYT (92.5 mhz) Haverhill, Mass.—Seeks mod. of CP to change ERP to 25.12 kw. Filed Nov. 26.

■ WKJA (101.1 mhz) Belhaven-Bath, N.C.—Seeks CP to change freq. to 101.1; change TL and change ERP to 28 kw. Filed Dec. 1.

■ WHTG-FM (106.3 mhz) Eatontown, N.J.—Seeks CP to change HAAT to 711.8 ft. Filed Dec. 1.

■ WJJB (97.7 mhz) Hyde Park, N.Y.—Seeks CP to change TL; change HAAT to 1,029.9 ft. and change ERP to 28 kw. Filed Dec. 1.

■ WCKX (106.3 mhz) London, Ohio—Seeks CP to change HAAT to 328 ft. Filed Dec. 1.

■ WGGN (97.7 mhz) Castalia, Ohio—Seeks mod. of CP to change ERP to 640 w and change HAAT to 724.9 ft. Filed Nov. 26.

■ WXKC (99.9 mhz) Erie, Pa.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft.; and make changes in ant. sys. Filed Nov. 28.

■ WIGL (106.7 mhz) Orangeburg, S.C.—Seeks CP to change ERP to 100 kw. Filed Nov. 26.

■ WRVR-FM (104.5 mhz) Memphis, Tenn.—Seeks CP to change HAAT to 984 ft. Filed Dec. 1.

■ WXRC (95.7 mhz) Hickory, N.C.—Seeks CP to change TL; change HAAT to 1,098.8 ft., and make changes in ant. sys. Filed Nov. 26.

■ *KRSM-FM (88.5 mhz) Dallas—Seeks CP to change freq. to 93.3 mhz. Filed Nov. 26.

TV's

■ KBTV (ch. 69) Des Moines, Iowa—Seeks MP to change ERP vis. to 220 kw; aur. 22 kw; change HAAT to 191.2 ft.; change to channel 63 and make changes in ant. sys. Filed Nov. 28.

■ KVRR (ch. 15) Fargo, N.D.—Seeks MP to change ERP vis. to 27.99 kw and aur. 2.8 kw. Filed Dec. 1.

■ WSMF (ch. 21) Cheyenne, Wyo.—Seeks MP to change ERP vis. to 5,000 kw; aur. 500 kw; change HAAT to 1,989 ft., and make changes in ant. sys. Filed Dec. 1.

Actions

AM's

■ WMFC (1360 khz) Farmington, Ark.—Granted app. to change day power to .8 kw; change TL and make changes in ant. sys. Action Nov. 21.

■ KHOG (1030 khz) Farmington, Ark.—Granted app. to change SL. Action Nov. 21.

■ WFTP (1330 khz) Fort Pierce, Fla.—Granted app. to change ERP to 5 kw-D; 1 kw-N. Action Nov. 20.

■ WVEL (1140 khz) Pekin, Ill.—Granted app. to change power to 3.2 kw. Action Nov. 21.

■ WZYQ (1370 khz) Frederick, Md.—Granted app. to make changes in ant. sys. Action Nov. 17.

■ KEYR (690 khz) Terrytown, Neb.—Granted app. to change SL. Action Nov. 20.

■ KLWJ (1090 khz) Umatilla, Ore.—Granted app. to change freq. to 1100 khz; add night service with 1 kw; increase day power to 10 kw; change TL and make changes in ant. sys. Filed Nov. 20.

■ WVOZ (970 khz) San Juan, P.R.—Granted app. to change day and night power to 10 kw and make changes in ant. sys. Action Nov. 21.

■ KOOI-FM (106.5 mhz) Jacksonville, Tex.—Granted app. to change TL and change HAAT to 1,165.7 ft. Action Nov. 21.

■ KCOR (1350 khz) San Antonio, Tex.—Granted app. to operate transmitter by remote control. Action Nov. 12.

■ KLO (1430 khz) Ogden, Utah—Granted app. to change TL. Action Nov. 21.

FM's

■ WZYP (104.3 mhz) Athens, Ala.—Granted app. to change HAAT to 1,050 ft. Action Nov. 21.

■ KCLQ (107.5 mhz) Hanford, Calif.—Returned app. to change ERP to 20.3 kw and change HAAT to 738.9 ft. Action Aug. 18.

■ WHQT (105.1 mhz) Coral Gables, Fla.—Granted app. to change ERP to 100 kw; change HAAT to 1,007 ft.; change TL and make changes in ant. sys. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Granted app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ WEAT-FM (104.3 mhz) West Palm Beach, Fla.—Dismissed app. to change HAAT to 1,250 ft. and change TL. Action Nov. 21.

■ *WESM (91.3 mhz) Princess Anne, Md.—Granted app. to change TL and change ERP to 45 kw. Action Nov. 21.

■ KWWR (95.7 mhz) Mexico, Mo.—Dismissed app. to make changes in ant. sys. Action Nov. 21.

■ WJYY (105.7 mhz) Concord, N.H.—Dismissed app. to change ERP to 1.21 kw and change HAAT to 496.3 ft. Action Nov. 21.

■ WEMI (100.1 mhz) Neenah-Menasha, Wis.—Denied app. to change SL. Action Nov. 21.

TV's

■ WAYK (ch. 56) Melbourne, Fla.—Granted app. to change ERP vis. to 3,039 kw, aur. 304 kw. Action Nov. 19.

■ WWTO-TV (ch. 35) La Salle, Ill.—Granted app. to change HAAT to 1,371 ft., and make changes in ant. sys. Filed Nov. 18.

■ WWUP-TV (ch. 10) Sault Ste. Marie, Mich.—Granted app. to change ERP vis. to 316 kw, aur. 31.6 kw. Action Nov. 21.

■ *WCFE-TV (ch. 57) Plattsburgh, N.Y.—Granted app. to change ERP vis. to 800 kw and make changes in ant. sys. Action Nov. 17.

■ KRIS-TV (ch. 6) Corpus Christi, Tex.—Granted app. to change HAAT to 953 ft., and change TL. Action Nov. 19.

Summary of broadcasting
as of June 30, 1986

Service	On Air	CP's	Total *
Commercial AM	4,839	170	5,009
Commercial FM	3,923	418	4,341
Educational FM	1,247	173	1,420
Total Radio	10,009	761	10,770
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	422	222	644
Educational VHF TV	113	3	116
Educational UHF TV	187	25	212
Total TV	1,264	273	1,537
VHF LPTV	248	74	322
UHF LPTV	160	136	296
Total LPTV	408	210	618
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
	Existing AM
WCCD	WSUM American Sunrise Communications of Cleveland, Parma, Ohio
	Existing FM
KTSR	KTAW Hicks Broadcasting Corp., College Station, Tex.

Grants

Call	Sought by
	New AM's
KCCB	Four Brothers Broadcasting, Stratmoor, Colo.
WLLJ	Larry Langford Jr., Cassopolis, Mich.
WGLP	Western Pennsylvania Broadcasters, Bethal Park, Pa.
	New FM's
KCWR	New Thinking Inc., Luling, Tex.
KRKN	Naches Valley Broadcasting Partnership, Naches, Wash.
	Existing AM's
KPEN	KGTL Peninsula Communications Inc., Homer, Alaska
WMHI	WHOF WHOF Inc., Coleman, Fla.
WTRU	WKSY U.S. Two Broadcasting Corp., Jupiter, Fla.
WCHT	WBDN MW Northcom Inc., Escanaba, Mich.
KMYZ	KGCR Shamrock Communications Inc., Pryor, Okla.
KKEE	KLBP Kay Broadcasting Inc., Astoria, Ore.
WWBR	WKJS Action Communications Enterprises Inc., Harriman, Tenn.
	Existing FM's
KPEN-FM	KPEN Peninsula Communications Inc., Soldotna, Alaska
WGSY	WEIZ-FM The Woodfin Group, Phenix City, Ala.
WKSY	WKSY-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WCKO	WQMV Ronken Inc., Vicksburg, Miss.
WZXL	WNBR Westerly Broadcasting Co., Wildwood, N.J.
WAXZ	WURD Richard L. Plessinger Sr., Hamilton, Ohio
WEZG	WHBT Action Communications Enterprises Inc., Harriman, Tenn.
WSKX	WTID Downs Radio of Virginia, Suffolk, Va.
WKFX	WKAU Wincom Wisconsin Ltd. Partnership, Kaukauna, Wis.
	Existing TV
KETH	KHBU-TV Educational Television of Houston, Houston, Tex.

C 1750-1
12/16/86

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 15

KATZ
COMMUNICATIONS INC
People Make The Difference

KATZ RADIO GROUP
CHRISTAL RADIO
KATZ RADIO
REPUBLIC RADIO

KATZ TELEVISION GROUP
KATZ AMERICAN TELEVISION
KATZ CONTINENTAL TELEVISION
KATZ INDEPENDENT TELEVISION

KATZ MEDIA DATA

Katz The bes

56th Year 1986

The bidding heats up in RKO auction

“At Large” with Norm Pattiz

Vol. 111 No. 24

Broadcasting Dec 15

Bidders file for RKO properties
CBS reorganizes Broadcast Group
"At Large" with Norm Pattiz

BIDS ARE IN □ Forty-five companies bid for 12 of 13 RKO properties. **PAGE 43.**

BACK TO THE FUTURE □ Recasting of CBS/Broadcast Group more in its former image is presented to board, with implementation reportedly begun. **PAGE 45.**

FINANCIAL FIGURES □ Broadcast Financial Management Association figures for network revenue in third quarter show 6.4% increase over year earlier. **PAGE 44.**

RUNNING RED □ Grant Broadcasting's Philadelphia, Miami and Chicago stations file for Chapter 11. **PAGE 47.**

A OK □ Intelsat gives its approval to PanAmSat separate system application. **PAGE 50.**

PAC PONDERING □ NBC President Robert Wright floats trial balloon on company-sponsored political action committee. **PAGE 58.**

COPYRIGHT CONCENTRATION □ American Bar Association seminar brings panelists together to discuss the compulsory license, syndicated exclusivity, scrambling and music licensing. **PAGE 60.**

WESTERN ROUNDUP □ Basic rate increases, tax law changes, drug policy highlight panels at Western Cable Show. **PAGE 68.**

INDIE OUTLOOK □ Chuck Kadlec assesses the state of independent television. **PAGE 75.**

RADIO RESURGENCE □ In this "At Large" interview, Westwood One's Norm Pattiz, discusses the state of radio and why its, and his company's, financial star is on the rise. **PAGE 79.**

HOOP RIGHTS □ CBS retains television rights to NCAA basketball tournament in three-year deal costing $166 million. **PAGE 91.**

CHECKERBOARD PICKUP □ CBS's WCAU-TV Philadelphia to run sitcom checkerboard composed of same shows that will appear on NBC O&O's next fall. **PAGE 94.**

CANDIDATE DEFINITION □ Court tackles question of newscaster running for political office. **PAGE 98.**

CLOSED SET □ NBC News President Lawrence Grossman decides to cancel news magazine program, *1986*. **PAGE 101.**

WEATHER BREAK □ PaineWebber conference hears panelists disagree on short-term future of broadcast advertising environment. **PAGE 104.**

FOR SALE □ Allied-Signal puts Ampex audio-video manufacturing subsidiary on the block. **PAGE 109.**

HOMETOWN HERALD □ Garrison Keillor, creator-host of MPR's *A Prairie Home Companion*, has put his fictional hometown on the radio map. **PAGE 127.**

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to the parties promptly. One party said TV producer Norman Lear had expressed interest in KRTH-AM-FM Los Angeles, but that he wanted to see what other bids came in on deadline.

Nothing requires the parties to select any of the bids submitted or prohibits them from seeking others. For the time being, McKinney is encouraging the parties to meet to decide how they should handle the negotiations on the bids within their particular markets. The FCC hit upon the settlement procedure as a way to end long-pending challenges to the license renewals of the RKO stations (BROADCASTING, Sept. 15).

TV networks post 6.4% revenue gain in 3d quarter

Prime time, news register gains, daytime and children's down; BFM releases 1985 market data for Pittsburgh, Minneapolis, Indianapolis, Tampa-St. Petersburg, Portland, Ore.

Third-quarter 1986 revenue for the ABC, CBS and NBC television networks increased by 6.4% over the same period a year earlier, according to information they submitted to the Broadcast Financial Management Association (BFM). The strongest percentage increase recorded was in news, which posted a 24.6% jump over the third quarter of 1985, to $178.5 million. Prime time revenue was up 5.1%, to $663.7 million, while daytime, the second-largest daypart, was down 0.9%, to $277.5 million. Also showing a strong increase was late night, which increased 15.7% to $70.8 million. Sports was up 7% to $212.3 million, while advertising on the networks' childrens' shows declined 6%, to $35.6 million.

The data reflects to a large extent the last quarter of increases from the 1985-1986 upfront marketplace, which was stronger in many dayparts than the upfront prices currently being recorded. The BFM figures were compiled from unaudited network data by Arthur Young & Co.

Those numbers show that for the first nine months of the year, the three television networks have registered a 4% revenue gain, although most observers expect a revenue decline in the current quarter, bringing the year-end increase to between 2% and 3%. Prime time so far is up 5%, but the networks' total is held down by weakness in daytime advertising (down 3%) and in children's (down 14.3%). News is up 12.2%; sports, 7.4%, and late night, 6.2%.

Last week BFM also added five markets to its 1985 revenue compilations. (It previously announced statistics for nine of the top 10 markets [BROADCASTING, Oct. 6].) Pittsburgh, the 12th market, according to Arbitron's 1985-86 ADI rankings, had 1985 total operating revenue of $108.3 million; Minneapolis-St. Paul (16) had revenue of $130.9 million; Tampa-St. Petersburg, Fla. (17) had revenue of $121.6 million; Indianapolis (23) reported $91.9 million, and Portland, Ore. (25) reported $77.7 million.

Breakdowns for the five markets follow. The ADI rank is in parenthesis, followed by the reporting stations.

Pittsburgh (12)

WPGH-TV ■ KDKA-TV ■ WPTT-TV ■ WTAE-TV ■ WPXI

Network compensation	$4,769,409
Gross local time sales	$47,657,527
Gross national/regional time sales	$72,083,242
Total gross time sales	$119,740,769
Less ad agency commissions	$17,134,492
Net time sales	$102,606,277
Total sales	$107,375,686
Other operating revenue	$905,680
Total operating revenue	$108,281,366
Total barter and tradeouts	$4,513,727

Minneapolis-St. Paul (16)

WCCO-TV ■ KSTP-TV ■ KMSP-TV ■ KITN ■ KARE

Network compensation	$3,774,584
Gross local time sales	$74,204,633
Gross national/regional time sales	$72,018,590
Total gross time sales	$146,223,223
Less ad agency commissions	$22,456,463
Net time sales	$123,766,760
Total sales	$127,541,344
Other operating revenue	$3,348,745
Total operating revenue	$130,890,089
Total barter and tradeouts	$3,267,371

Tampa-St. Petersburg (17)

WXFL ■ WTSP-TV ■ WTOG ■ WTVT ■ WFTS

Network compensation	$5,739,400
Gross local time sales	$49,689,688
Gross national/regional time sales	$84,928,265
Total gross time sales	$134,617,953
Less ad agency commissions	$20,208,160
Net time sales	$114,409,793
Total sales	$120,149,193
Other operating revenue	$1,490,386
Total operating revenue	$121,639,579
Total barter and tradeouts	$3,128,345

Indianapolis (23)

WISH-TV ■ WTHR ■ WTTV ■ WRTV ■ WXIN

Network compensation	$3,336,845
Gross local time sales	$52,131,149
Gross national/regional time sales	$50,459,858
Total gross time sales	$102,591,007
Less ad agency commissions	$15,769,178
Net time sales	$86,821,829
Total sales	$90,158,674
Other operating revenue	$1,733,312
Total operating revenue	$91,891,986
Total barter and tradeouts	$1,988,606

Third-quarter television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenues from client-supplied programing							
Third quarter '86	$5,387	$0	$0	$0	$735	$0	$6,122
Third quarter '85	2,500	0	0	0	105	0	2,605
% increase (decrease)	115.48	0	0	0	600.00	0	135.01
All other gross revenues from time sales*							
Third quarter '86	739,973	83,113	326,188	41,819	248,844	209,802	1,649,739
Third quarter '85	706,988	71,725	329,159	44,565	232,854	168,298	1,553,589
% increase	4.67	15.88	(0.90)	(6.16)	6.87	24.66	6.19
Total gross revenues from time sales							
Third quarter '86	745,360	83,113	326,188	41,819	249,579	209,802	1,655,861
Third quarter '85	709,488	71,725	329,159	44,565	232,959	168,298	1,556,194
% increase	5.06	15.88	(0.90)	(6.16)	7.13	24.66	6.40
Less advertising agency commission							
Third quarter '86	111,641	12,269	48,647	6,239	37,261	31,339	247,396
Third quarter '85	106,433	10,513	49,115	6,640	34,785	25,171	232,657
% increase	4.89	16.70	(0.95)	(6.04)	7.12	24.50	6.34
Total net revenues from time sales							
Third quarter '86	633,719	70,844	277,541	35,580	212,318	178,463	1,408,465
Third quarter '85	603,055	61,212	280,044	37,925	198,174	143,127	1,323,537
% increase	5.08	15.74	(0.89)	(6.18)	7.14	24.69	6.42

*Includes $9,741,000 in color insertion revenues reported by two networks for 1985 third quarter and $10,377,000 for 1986 third quarter.

Portland, Ore. (25)

KPTV ■ KECH ■ KOIN-TV ■ KATU ■ KGW-TV

Network compensation	$2,728,803
Gross local time sales	$36,314,396
Gross national/regional time sales	$47,245,662
Total gross time sales	$83,560,058
Less ad agency commissions	$12,191,363
Net time sales	$71,368,695
Total sales	$74,097,498
Other operating revenue	$3,611,538
Total operating revenue	$77,709,036
Total barter and tradeouts	$1,624,718

Jankowski

Grant

Pilson

Leahy

The way we were wins again at CBS

Broadcast group will reorganize to drop layer of executive VP's, consolidate operations; Malara moves out of presidential ranks; Pilson gets sports, Leahy network, Lund stations, Grant entertainment and Stringer news; new structure looks much like CBS format of old

A reorganization of the CBS/Broadcast Group that would return that organization to a more traditional form—and eliminate the executive vice president layer currently occupied by Thomas Leahy and Neal Pilson, the last two surviving in those posts—was presented to the parent company's board of directors last Wednesday and was being implemented late last week. In place of the current structure, there will be five operating division presidents, including Leahy and Pilson, reporting directly to the broadcast group president, Gene Jankowski. Whether all the executives involved would accept the changes was still not known as of Friday, but an announcement was expected as soon as today (Dec. 15).

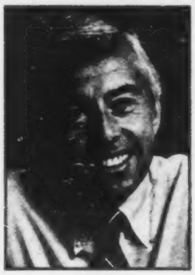
In addition to Pilson, who is to be assigned as president of CBS Sports, and Leahy, who would become president of the network division, the other three operating division presidents would be Bud Grant, continuing as president of CBS Entertainment; Howard Stringer, recently appointed president of CBS News, and Peter Lund, currently head of sports, who would be named president of the owned TV stations, a spot left vacant since the forced resignation of Neil Derrough, two months ago (BROADCASTING, Oct. 13). Lund had previously been vice president and general manager of WCBS-TV New York, and before that, of WBBM-TV Chicago.

The current president of the television network, Tony Malara, would be named to head affiliate relations, a post he previously held. According to one CBS executive, while Malara's reassignment to a post he held previously could not be made to seem lateral, the eight-year CBS veteran will face more than a few challenges, trying to keep affiliates contented and clearing the network's programing despite the company's expressed intention to reduce compensation and purchase additional TV stations.

Continuing to report directly to Jankowski, in addition to the five division presidents, will be David Fuchs, senior vice president for corporate and broadcast affairs, and Jay Gold, vice president of finance. CBS Radio President Bob Hoskings will report to Pilson, as will operations and engineering. In addition to heading the television network, Leahy will have reporting to him Donald Wear, senior vice president of CBS Broadcast International. The reassignment of Leahy was seen by one CBS executive as giving him more direct involvement in the network's sales effort.

On Friday Jankowski was at CBS Entertainment headquarters in Los Angeles, talking with Grant and planning other changes that would affect that division.

Stringer


Lund

It was roughly five years ago that CBS last had a divisional structure, whose heads reported directly to the broadcast group president. The executive vice president layer was added to prepare a new cadre of executives for wider responsibilities. Each, originally, had charge of two divisions: i.e., sports and radio, or news and owned stations. The new paring down is expected to eliminate the redundancies inherent in the old system, a major objective of the new Larry Tisch administration at CBS.

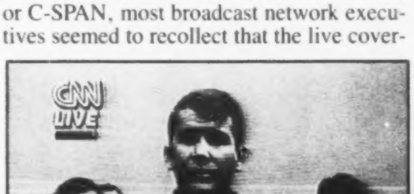
TV goes gavel to gavel on Iran hearings

Three commercial networks, CNN and C-SPAN provide full coverage of Senate investigation last week

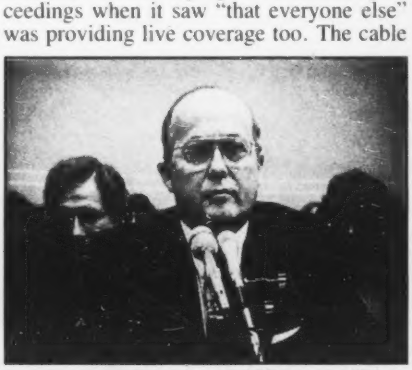
For a brief period last week, time seemed to return to 1974, when the nation's eyes turned to television to witness congressional hearings surrounding an unfolding scandal in Washington. Although at least one broadcast executive stressed that last week's live coverage of testimony before the Senate Foreign Affairs Committee on the widening Iran-Contra arms controversy was not Watergate—the broadcast and cable networks again converged en masse in Washington to provide live coverage of a major story beginning to unfold. And while providing gavel-to-gavel coverage of congressional hearings is not unusual for the Cable News Network or C-SPAN, most broadcast network executives seemed to recollect that the live coverage of last week's hearings was the first such effort since Watergate.

For the day and a half of open hearings, time devoted by the three commercial broadcast networks totaled about six hours each, covering the testimony of Secretary of State George P. Shultz and former national security adviser Robert C. McFarlane on Monday, and Vice Admiral John M. Poindexter and Lieutenant Colonial Oliver L. North on Tuesday. CNN also carried the testimony and various press conferences live. C-SPAN, which as a matter of course covers important congressional hearings live in their entirety, did things differently this time, however.

According to C-SPAN spokeswoman Susan Swain, the cable network started out with live coverage of Shultz's testimony, but switched to videotaping the afternoon proceedings when it saw "that everyone else" was providing live coverage too. The cable



North on CNN


Poindexter on NBC

NCAA basketball stays with CBS

Network to pay $166 million for three-year coverage deal

CBS has retained the exclusive television rights to carry the National Collegiate Athletic Association's post-season basketball tournament for the next three years. CBS, which has carried the three-week event for the past six years, will pay significantly new contract—$166 million, for an average of about $55 million per year—than the some $32 million per year the network is currently paying for the 64-team tournament.

But, according to Peter Lund, CBS Sports president, the tournament is an attractive package for a network to have because it has "virtually exploded in terms of popularity" in recent years. The ratings "have gone up dramatically and just the general interest in the college basketball tournament has increased tenfold," he said. Six years ago, "that was not the case," Lund said. The NCAA basketball tournament "was a good event, but it certainly wasn't one of the premiere events. But now I think most people in the sports business, whether on the network

NBC stays undefeated

NBC continues to pile up victories in the prime time ratings race, winning week 11, ended Dec. 7, with a comfortable 16.7/26, ahead of CBS's 15.5/24 and ABC's 14.8/23. The margin of ratings victory was 1.2, up from week 10's narrow 0.3 win. Last year for week 11 the closing order was: NBC 16.7/26, CBS 16.4/25 and ABC 14.4/22.

In evening news, CBS won by a hair-thin 0.1 rating point. The *CBS Evening News* took the week with a 12.7/22, against NBC's 12.6/22 and ABC's 11.3/20.

The HUT levels (homes using television) were up for week 11, standing at 63.8%, compared to week 10's 60.1%. In straight numbers, this year's week 11 HUT level equals 55.8 million homes, up from week 10's 53.1 million and even with last year's 55.8 million.

For this year's season to date, as of week 11, NBC (18.4/29) has a comfortable lead over CBS (15.9/25) and ABC (14.4/23).

CBS took Monday, Friday and Sunday, while NBC took Thursday and Saturday and ABC took Tuesday and Wednesday.

CBS's Monday win also marked the premiere of the network's new series, *The Cavanaughs*, which airs from 9:30 to 10 p.m. The program pulled a 19.9/29 and ranked 15th for the week, well ahead of the season average of 16.7/25 for *Designing Women* which previously aired in the time slot. *Designing Women*, which now airs on Thursday from 9:30 to 10 p.m., pulled in an 11.7/18 in its new slot to rank 58th. CBS scored an 18.8/28.1 for the night, over ABC's 16.7/24.9 and NBC's 14.0/21.0.

ABC took Tuesday with a 20.9/31.6, ahead of NBC's 12.7/19.0 and CBS's 11.0/16.6. *The Barbara Walters Special* on ABC, which aired from 10 to 11 p.m., pulled in a 22.2/37, nearly triple the score of NBC's now-canceled *1986*, which pulled a 7.7/13. *Hill Street Blues*, on NBC from 9 to 10 p.m., pulled a 13.3/19, behind ABC's 20.0/29 for *Moonlighting*, but ahead of the overall score for the CBS movie, *Risky Business*. *Hill Street*'s season-to-date average is a 16.1/28.

ABC took Wednesday with an evening average of 16.7/26.8, while CBS pulled a 14.9/23.6 and NBC a 13.5/21.3.

NBC posted a 27.3/41.8 on Thursday night, more than double CBS's 13.1/20.2 and well above double the ABC score of 10.8/16.8. NBC's *L.A. Law* pulled a 17.1/28, 1.3 rating points above the show's season average of 15.8/28, while *Knots Landing* on CBS closed out 10 to 11 p.m. with a 16.7/28. *Knots Landing* has a season average of 15.9/25.

Friday went to CBS with its 18.1/29.7, ahead of NBC's 15.2/25.2 and ABC's 10.0/16.5.

Saturday was a night of specials on ABC, and they gave the network an evening average of 10.8/18.9, just ahead of CBS's 10.3/17.6. NBC, however, took the night with an 18.2/31.4. ABC's specials were: *Jim Henson's The Christmas Toy*, from 8 to 9 p.m. (10.7/19), *John Grin's Christmas*, from 9 to 10 p.m. (8.9/15) and *The Perry Como Special* to end the night from 10 to 11 p.m. (12.7/23).

Sunday was a close battle, but CBS took the night with a 20.8/31.3. George C. Scott in the network's adaptation of Edgar Allen Poe's *Murders in the Rue Morgue* went head-to-head with ABC's football special (Dallas vs. L.A. Rams), and pulled in a 17.7/27 over the game's 17.3/28. Part one of NBC's two-part mini-series, *Anastasia*, however, pulled in a 20.7/32, but CBS's averages for *60 Minutes* (22.8/35) and *Murder, She Wrote* (24.8/36) were enougn to keep CBS on top for the evening.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.6/57
2.	Family Ties	NBC	36.4/54
3.	Cheers	NBC	28.4/42
4.	Night Court	NBC	26.1/39
5.	Murder, She Wrote	CBS	24.8/36
6.	Golden Girls	NBC	23.6/39
7.	60 Minutes	CBS	22.8/35
8.	Barbara Walters Special	ABC	22.2/37
9.	Dallas	CBS	21.9/34
10.	Newhart	CBS	21.2/31
11.	Who's the Boss	ABC	20.8/30
12.	Anastasia, pt. 1	NBC	20.7/32
13.	Growing Pains	ABC	20.3/29
14.	Moonlighting	ABC	20.0/29
15.	*Cavanaughs	CBS	19.9/29
16.	Amen	NBC	19.5/33
17.	NFL Monday Night Football	ABC	18.7/30
18.	Falcon Crest	CBS	18.4/32
19.	Cagney & Lacey	CBS	18.3/29
20.	Miami Vice	NBC	18.3/29
21.	Magnum P.I.	CBS	18.3/28
22.	Kate & Allie	CBS	17.8/26
23.	Murders of the Rue Morgue	CBS	17.7/27
24.	My Sister Sam	CBS	17.4/25
25.	Football. Dallas-L.A. Rams	ABC	17.3/28
26.	Hotel	ABC	17.1/29
27.	L.A. Law	NBC	17.1/28
28.	Head of the Class	ABC	17.1/26
29.	227	NBC	17.0/29
30.	Matlock	NBC	17.0/24
31.	Hunter	NBC	16.9/30
32.	Knots Landing	CBS	16.7/28
33.	NFL Football, 7-:12 p.m., Sun.	NBC	16.7/28
34.	Dynasty	ABC	16.7/26
35.	Equalizer	CBS	16.2/27
36.	Highway to Heaven	NBC	15.7/24
37.	Perfect Strangers	ABC	15.6/25
38.	Facts of Life	NBC	15.4/27
39.	ALF	NBC	15.1/22
40.	Disney Sunday Movie	ABC	15.0/23
41.	Easy Street	NBC	14.8/21
42.	Crime Story	NBC	14.3/25
43.	Scarecrow & Mrs. King	CBS	14.1/23
44.	Amazing Stories	NBC	14.0/20
45.	20/20	ABC	13.7/23
46.	Love is Never Silent	NBC	13.7/21
47.	Chipmunk Christmas Special	NBC	13.5/22
48.	Hill Street Blues	NBC	13.3/19
49.	St. Elsewhere	NBC	13.1/22
50.	Webster	ABC	12.9/21
51.	Perry Como Christmas Special	ABC	12.7/23
52.	Smurf Christmas Special	NBC	12.7/21
53.	Mr. Belvedere	ABC	12.5/20
54.	Simon & Simon	CBS	12.4/18
55.	Gimme A Break	NBC	12.1/19
56.	Andy Williams Christmas	NBC	12.1/18
57.	Colbys	ABC	12.1/18
58.	MacGyver	ABC	11.8/17
59.	Designing Women	CBS	11.7/18
60.	Risky Business	CBS	11.6/18
61.	Valerie	NBC	11.1/16
62.	You Again	NBC	11.0/17
63.	Christmas Toy	ABC	10.7/19
64.	Against All Odds	CBS	10.6/19
65.	Mike Hammer	CBS	10.3/16
66.	Downtown	CBS	9.9/17
67.	Life & Times, Santa Claus	CBS	9.9/14
68.	*Dads	ABC	9.5/15
69.	John Grin's Christmas	ABC	8.9/15
70.	Twilight Zone	CBS	8.8/13
71.	Starman	ABC	8.5/15
72.	*Gungho	ABC	8.1/13
73.	1986	NBC	7.7/13
74.	Our World	ABC	6.5/10

*indicates premiere episode

N. Snelling Ave., St. Paul 55113. Principal is educational institution Wesley H. Burnham, president. It also owns KDNW(FM) Duluth, Minn. Filed Dec. 3.

■ Orlando, Fla.—Orlando FM Group Ltd. Partnership seeks 98.9 mhz; 13.2 kw; HAAT: 165.7 ft. Address: 801 Brickell Ave., Miami 33131. Principal is headed by Irving M. Miller. Filed Dec. 2.

■ Mt. Vernon, Ind.—Southern Indiana Broadcasting Ltd. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 1317 East Sycamore 47620. Principal is owned by Phyllis Johnson, who has no other broadcast interests.

■ Grinnell, Iowa—Grinnell Broadcasting Co. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 816 10th Ave., 50112. Principal is owned by John A. Matthews, Phillip Palmer, Steven Hoth and Gary McGlothen. Hoth owns KJMH-TV Burlington, Iowa. Filed Nov. 26

■ Berea, Ky.—Bradley S. Park seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 206 Walnut Hill Rd., Richmond, Ky. 40475. Principal has no other broadcast interests. Filed Nov. 25.

■ Berea, Ky.—New South Communications Corp. seeks 106.7 mhz; 1.95 kw; HAAT: 371.3 ft. Address: 910 S. Tennessee Blvd., Apt. N-8, Murfreesboro, Tenn. 37130. Principal is headed by Marilyn L. Clark. It has no other broadcast interests. Filed Nov. 26.

■ Berea, Ky.—Mary R. McGill seeks 106.7 mhz; 1.4 kw; HAAT: 480 ft. Address: 145 Lorraine Ct., 40403. Principal has no other broadcast interests. Filed Nov. 26.

■ Berea, Ky.—The Wallace Co. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 522 Hollow Creek Rd., Lexington, Ky. 40508. Principal is owned by Edgar Wallace, who has no other broadcast interests. Filed Nov. 26.

■ Cave City, Ky.—Steven W. Newberg seeks 106.7 mhz; 1.7 kw; HAAT: 430 ft. Address: Route 1, 42127. Principal owns colocated WSMJ(AM). Filed Nov. 26.

■ Cave City, Ky.—BRONNCO Broadcasting seeks 106.7 mhz; 1.62 kw; HAAT: 439.5 ft. Address: BRONCO Farms, Rte. 2, Hardyville, Ky. 42746. Principal is owned by John F. X. Browne, Lee R. Nunne and William R. O'Neill. It has no other broadcast interests. Filed Nov. 26.

■ Cave City, Ky.—Cave Country Communications Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 49, Hiseville, Ky. 42142. Principal is owned by Bill Phillips, Walter L. Johnson and Danny J. Basil. It has no other broadcast interests. Filed Nov. 26.

■ North Fort Polk, La.—Maxine Moore seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 3712 Cornell Dr., Shreveport, La. 71107. Principal's husband owns KFLO(AM) Shreveport, La. Filed Nov. 26.

■ North Fort Polk, La.—William C. Monroe seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 3304 Lakeshore Dr., Shreveport, La. 71109. Principal owns KDKS(FM) Benton, La. Filed Nov. 26.

■ Rayne, La.—Cail Enterprises Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 7266 Tom Dr., Baton Rouge, La. 70806. Principal is owned by Alvin E. Kimble, who has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Rayne FM Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 400 N. Adams Ave., 70578. Principal is owned by B.N. Sweeney and V.T. Prevost. It has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Cart Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 201 E. South 1st St., 70578. Principal is owned by Lillian J. Cart and family. It has no other broadcast interests. Filed Nov. 2.

■ Rayne, La.—Edna F. Stone seeks 106.7 mhz; 3 kw; HAAT: 309 ft. Address: 233 Rose St., Greenville, Miss. 38701. Principal has no other broadcast interests. Filed Nov. 26.

■ Rayne, La.—Benjamin Macwan seeks 106.7 mhz; 3 kw; HAAT: 289 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed Nov. 26.

■ Mt. Vernon, Mo.—Tim Cantrell seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: RFD 2, Box 135, Miller, Mo. 65707. Principal has no other broadcast interests. Filed Nov. 26.

■ Mt. Vernon, Mo.—Missouri FM seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 21404, Sacramento, Calif. 95821. Principal is owned by Linda Adams, who has no other broadcast interests. Filed Nov. 26.

■ Perryville, Mo.—DLB Broadcasting Partnership seeks 106.7 mhz; 3 kw; HAAT: 332 ft. Address: 302 N. Wilson, Vinita, Okla. 74301. Principal is owned by David L. Boyd, his mother, Leona, and William E. Davis. It also owns KITO(FM) Vinita, Okla. Filed Nov. 26.

■ Irondequoit, N.Y.—Benjamin Macwan seeks 106.7 mhz; 3 kw; HAAT: 327 ft. Address: 47-01 Newtown Rd., Long Island, N.Y. 11103. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Abacus/Irondequoit Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 196 Community Manor Dr., Rochester, N.Y. 14623. Principal is headed by Marietta G. Avery, general partner. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Silver Broadcasting Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 5 Silver Ave., Auburn, N.Y. 13021. Principal is headed by Richard E. Morgan, general partner. It has no other broadcast interests. Filed Nov. 25.

■ Irondequoit, N.Y.—Peter Lechman seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2000 Alban Lane, Bowie, Md. 20716. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Liberty Pole Communications Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 260 Van Voorhis Ave., Rochester, N.Y. 14617. Principal is owned by William Kornylo and four others. It also owns WWON(AM)-WNCK(FM) Woonsocket, R.I., and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Filed Nov. 26.

■ Irondequoit, N.Y.—FM Irondequoit Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 186 Rutgers St., Rochester, N.Y. 14607. Principal is owned by William Johnson and George Lindemann. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Emmy Hahn Limited Partnership seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 235 Gould St., Rochester, N.Y. 14610. Principal is owned by Elizabeth Hahn and her father, Phillip. It owns CP for new AM in Purcellville, Va. Filed Nov. 26.

■ Irondequoit, N.Y.—Phillip and Anne Okur seek 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 196 Hemingway Dr., Rochester, N.Y. 14620. Principals are husband and wife. Their son, Alan, owns WGFP(AM) Webster, Mass. Filed Nov. 26.

■ Irondequoit, N.Y.—Gennessee Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 327 ft. Address: 180 Beaconview Ct., Rochester, N.Y. 14617. Principal is owned by Michael F. Turner and Debra Butler. It has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Nanette Markunas seeks 106.7 mhz; 3 kw; HAAT: 290 ft. Address: P.O. Box 2576, Montauk, N.Y. 11954. Principal has noother broadcast interests. Filed Nov. 26.

Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293*	2,291
ITFS*	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635*
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Due to continuing computer problems, FCC figures for July through September will not be available.

■ Irondequoit, N.Y.—Florence J. Mance seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 25 Beaconview Ct., Rochester, N.Y. 14617. Principal has no other broadcast interests. Filed Nov. 26.

■ Irondequoit, N.Y.—Brimark Broadcasting seeks 106.7 mhz; 3 kw; HAAT: 197 ft. Address: Towers Airport Business Park, 1200 Scottsville Rd., Rochester, N.Y. 14624. Principal is owned by Brian D. Warner and Mark D. Humphrey. It has no other broadcast interests. Filed Nov. 26.

■ Semora, N.C.—Semora Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 302 S. Lamar St., Box 223, Roxboro, N.C. 27573. Principal is owned by Harry Myers and Don H. Winstead. It has no other broadcast interests. Filed Nov. 26.

■ Semora, N.C.—Semora Broadcasting Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 131, 27343. Principal is owned principally by A. Thomas Bowes and T. Elmo Mitchell, who also own WYNC(AM) Yanceyville, N.C. Filed Nov. 26.

■ Tulsa, Okla.—Central Broadcasting Co. seeks 103.3 mhz; 2.562 kw; HAAT: 1,278 ft. Address: 8107 E. Admiral, 74115. Principal has no other broadcast interests. Filed Nov. 28.

■ Coos Bay, Ore.—University of Oregon Foundation seeks 90.5 mhz; 10 kw; HAAT: 531.3 ft. Address: 206 Johnson Hall, Eugene, Ore. 97403. Principal is educational institution headed by Donny P. Wooley, president. Filed Dec. 3.

■ Paris, Tex.—G&D Communications Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Principal is owned by Dr. Donald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Dec. 3.

■ Churchville, Va.—Blue Ridge Broadcasting seeks 106.7 mhz; 1.9 kw; HAAT: 400.3 ft. Address: P.O. Box 2833, Staunton, Va. 24401. Principal is owned by Alan J. Carter, who also owns colocated WNLR(AM) and WLVE(AM) Ashland, Va. Filed Nov. 25.

■ Churchville, Va.—Peter Lechman seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2000 Alban Lane, Bowie, Md. 20716. Principal has no other broadcast interests. Filed Nov. 26.

■ Churchville, Va.—Churchville Broadcasting of Va. Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 16, 24421. Principal is owned by Christie K. Craig, who has no other broadcast interests. Filed Nov. 26.

■ Churchville, Va.—Ogden Broadcasting of Virginia Inc. seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 6304 W. Beverly St., Staunton, Va. 24401. Principal is subsidiary of Ogden Newspapers Inc., Wheeling, W.Va.-based group of four AM's, three FM's and two LPTV's. It also publishes 18 newspapers. Filed Nov. 26.

■ Tomah, Wis.—Midwest Broadcast Associates Ltd. seeks 94.5 mhz; 1.56 kw; HAAT: 455.1 ft. Address: P.O. Box 187, Vernon Hills, Ill. 60061. Principal is owned by Frank E. Kavenik, who also owns WLMV(AM) Vernon Hills, Ill. Filed Dec. 3.

■ Tomah, Wis.—Tony J. Trunkel seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1418 Bow St., Rte. 5, Box 286, 54660. Principal has no other broadcast interests. Filed Dec. 3.

■ Tomah, Wis.—Jamie Lee Westphal seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: RR #4, 54660. Principal has no other broadcast interests. Filed Dec. 3.

■ Tomah, Wis.—Lancer Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1719A S. 44th St., West Milwaukee 53214. Principal is owned by Clayton L. Hannes, who has no other broadcast interests. Filed Dec. 4.

■ Tomah, Wis.—Pirate Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 326 ft. Address: 113 S. Platten, Apt. 102, Green Bay, Wis. 54303. Principal is owned by Bruce C. Herzog, who has no other broadcast interests. Filed Dec. 4.

■ Tomah, Wis.—Phillys Rice seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: RR#1, 54660. Principal owns colocated WTMB(AM). Filed Dec. 3.

■ Tomah, Wis.—Greater Tomah Area Broadcasting Co. seeks 94.5 mhz; 3 kw; HAAT: 328 ft. Address: 1915 Hollister Ave., 54660. Principal is owned by Harold R. Cram, who has no other broadcast interests. Filed Dec. 2.

New TV's

■ Destin, Fla.—William F. Parrish seeks ch. 58; ERP vis. 513 kw visual, 77 kw aural; HAAT: 494 ft. Address: Rte. 2, Box 1360, Fruitland Park, Fla. 32731. Principal has no other broadcast interests. Filed Nov. 28.

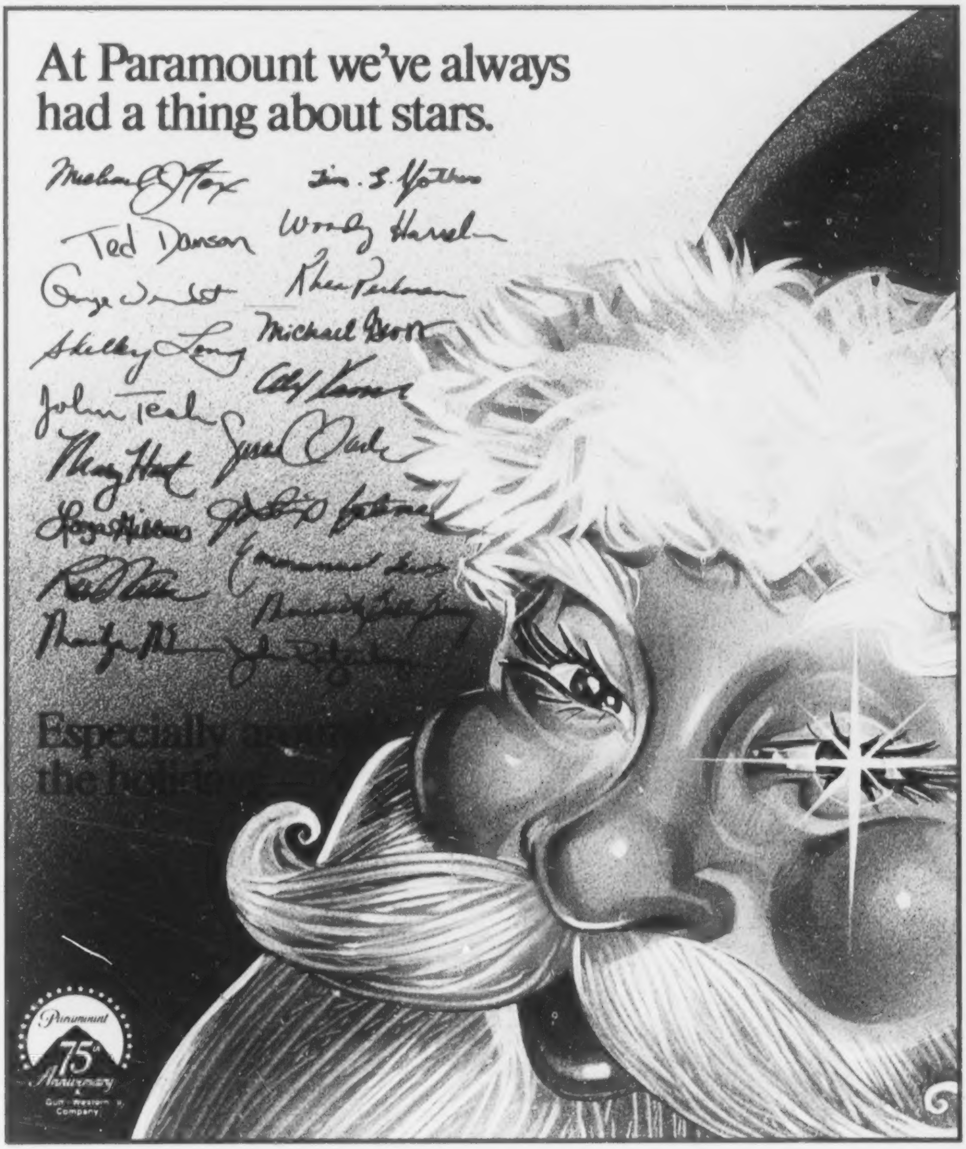
■ Fredericksburg, Tex.—Blair Broadcasting seeks ch. 2; ERP vis. 100 w vis.; aur. 1 w aur.; HAAT: 494 ft. Address: P.O. Box 690851, San Antonio, Tex. 78249. Principal is owned by Mack D. Blair, has no other broadcast interests. Filed Nov. 28.

The Fifth Estate

RADIO TELEVISION CABLE SAT[ELLITE]

C1750-1
12/30/86

Broadcasting Dec 22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Vol. 111 No. 25

Broadcasting Dec 22

An insight into the 100th Congress
Fairness doctrine Supreme Court bound
"At Large" with Murphy, Burke and Sias

100TH CONGRESS □ BROADCASTING surveys Washington's lawyers, lobbyists and government officials on what the Democratic congressional majority will mean for the Fifth Estate. **PAGE 35.**

PASSING MUSTER □ Appeals court lets stand ruling that fairness doctrine is FCC policy as opposed to law. **PAGE 39.**

MUST CARRY CONSIDERATION □ NAB, NCTA and CATA petition FCC to reconsider switch aspect of must-carry proposal. **PAGE 42.**

STATUS REPORT □ Capcities/ABC's Thomas Murphy, Daniel Burke and John Sias, in an "At Large" interview with BROADCASTING editors, discuss how far they've come and how much farther they have to go to bring the third-place network back to prosperity. **PAGE 46.**

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MOVIE PREEMPTION □ ABC moves to co-produce theatricals in order to air them before cable and home video window. **PAGE 70.**

TINKER AND GANNETT GET TOGETHER □ Former NBC chairman joins with Gannett in new production venture. **PAGE 70.**

COME ON DOWN □ MCA and the Home Shopping Network working together on game/home shopping show. **PAGE 74.**

NEW TIMES □ Intelsat board of governors meeting ends with signs that U.S.-Intelsat relationship is improving. **PAGE 76.**

ON PAPER □ FCC releases its notice of inquiry on grant of minority preferences. **PAGE 77.**

JUST SAY NO □ Two competitors for RKO General stations ask FCC to reject recommendations being made by FCC Mass Media Bureau chief, and RKO mediator, James McKinney. **PAGE 78.**

ALL THE NEWS □ Twenty-four-hour all news cable service is launched on Long Island. **PAGE 79.**

SELF EXAM □ ABC's *Viewpoint* examines media's role in covering Iranian arms scandal. **PAGE 81.**

NEWTON SUIT □ Singer Wayne Newton wins $19-million libel judgment against NBC. **PAGE 81.**

NEW ORDER □ CBS realigns top executive positions in Broadcast Group. **PAGE 86.**

CAUTIOUS WORDS □ NCTA President James Mooney urges cable operators to think twice before repositioning broadcast channels. **PAGE 87.**

HIGH-MINDEDNESS □ Washington seminar panelists discuss international high-definition television policy. **PAGE 90.**

CHARLIE RADIO □ Richard Ferguson, president of NewCity Communications, combines sales expertise with an unapologetic enthusiasm for the medium of radio. **PAGE 111.**

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tainment and Kragen & Co., headed by "USA for Africa" organizer Ken Kragen. MCA-TV Chairman Al Rush said that the announcement represents the "tip of the iceberg" in terms of future projects of MCA-TV, Kragen and HSN.

The Home Shopping Game will be sold by MCA-TV Enterprises, headed by Shelly Schwab. The only description of the show offered was that contestants will win money, and home viewers will purchase products. HSN will handle delivery of the products through its existing network of supply centers.

The Home Shopping Game Show will be hosted by Dean Goss, former announcer on *The All-New Let's Make a Deal*. Co-host of the series is Bob Circosta, a current host on HSN. Bob Kaplan will be executive producer of the series; Jerry Shaw, director of *Hollywood Squares* for 12 years, will be the director, and Noreen Conlin will be the producer. ☐

Christmas in Washington. On Dec. 14, NBC taped its fifth annual *Christmas in Washington* special at the National Building Museum for scheduled broadcast Dec. 20, 10-11 p.m. Corporate sponsors of the program, which benefited the Children's Hospital National Medical Center, included NBC, AT&T, General Motors and USF&G Insurance. President and Mrs. Reagan headed the list of notables in attendance, which included NBC Chairman Robert Wright, government officials, legislators and journalists and their families. Shown above flanking the President and the First Lady during the show's finale (l-r): *Dynasty* star and the program's host, John Forsythe, singers Clamma Dale, Sandi Patti and Mac Davis.

NBC juggernaut keeps on rolling

The question is quickly becoming 'Will NBC lose any week of the 1986-87 season?' While the future cannot be predicted with any certainty, the present belongs to NBC. That network made it 12-for-12 in the new season, winning the week ended Dec. 14 with a 17.4/28 in the national Nielsen ratings. CBS posted a 16.3/26, while ABC pulled in a 14.2/22. CBS's strong suit may be its broadcast of the Super Bowl the last week in January. ABC's broadcast of its controversial mini-series, *Amerika*, in February may also make it tough for NBC to register a clean sweep.

The season-to-date standings for the three networks are: NBC 18.3/29, CBS 16.0/25 and ABC 14.4/23. The 1985-86 season-to-date numbers for week 12 were: NBC 17.9/28, CBS 16.9/26 and ABC 15.8/24.

The evening news race went to CBS with a 12.7/22. NBC was second (12.2/21) and ABC (10.7/19). For the same week last year, the news numbers were: CBS 14.3/24, ABC 12.0/21 and NBC 11.8/20.

The HUT level (homes using television) was down slightly for week 12, standing at 63.3% against week 11's 63.8%. The HUT level in last year's week 12 was 64.5%.

As for nightly wins, NBC took Monday, Thursday and Saturday; CBS took Tuesday, Friday and Sunday, and ABC won Wednesday.

The conclusion of NBC's two-part mini-series, *Anastasia*, pulled a 20.9/32 from 9 to 11 p.m. on Monday, beating CBS's combined *Newhart-The Cavanaughs-Cagney and Lacey* that scored a 17.0/26 from 9 to 11 p.m. ABC's *Monday Night Football* (Raiders vs. Seahawks) scored a 17.4/28. NBC took Monday with an overall average of 19.2/29.1, beating CBS's 17.5/26.3 and ABC's 16.2/24.1.

ABC won Wednesday night (16.3/26.2), beating CBS (15.3/24.3) and NBC (14.9/23.5). ABC's *Dynasty* bounced back with a 17.2/27 to give the network a win from 9 to 10 p.m. over CBS's *Magnum* (16.9/26) and NBC's *Gimme a Break* (13.6/21, 9-9:30 p.m.) and *You Again?* (13.0/20, 9:30-10 p.m.). NBC took 8 to 9 p.m. with *Highway to Heaven*'s 16.8/26, while CBS took 10 to 11 p.m. with *The Equalizer*'s 16.4/27.

NBC continues to obliterate the competition on Thursday, posting numbers that are more than double the averages of the other two networks. NBC's overall average for the night was a 27.7/42.4, while CBS racked up a 13.1/20.3 and ABC a 10.3/15.9. *L.A. Law*, on NBC from 10 to 11 p.m., pulled a 19.9/32, 3.7 rating points above its average and 2.6 rating points over *Knots Landing*'s 17.3/28 on CBS.

CBS took Friday night from the start. Two half-hour Christmas specials, *Charlie Brown* (16.5/28) and *Frosty the Snowman* (18.5/30), both repeats, gave the network the 8-9 p.m. block, bearing ABC's *Webster* (12.8/22) and *Mr. Belvedere* 11.8/19) and NBC's hour-long *A-Team* (11.4/19). *Dallas* (20.8/33), from 9 to 10 p.m. on CBS, beat NBC's *Miami Vice* (16.7/27). The 10 to 11 p.m. slot went to CBS's *Falcon Crest*, with a 16.6/29 over *Starman*'s 10.9/19 (ABC) and *Crime Story*'s 14.0/24 (NBC).

NBC took Saturday, doubling up its competition again—18.3/31.5 to CBS's 9.0/15.7 and ABC's 8.3/14.2. CBS's Saturday movie was a repeat of *Wild, Wild West Revisited*, which pulled an 8.6/15 from 9 to 11 p.m.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.5/55
2.	Family Ties	NBC	33.7/51
3.	Cheers	NBC	28.2/42
4.	Night Court	NBC	27.7/41
5.	Murder, She Wrote	CBS	24.2/36
6.	Golden Girls	NBC	23.8/40
7.	Smoky Mountain Christmas	ABC	23.2/35
8.	60 Minutes	CBS	22.1/35
9.	Anastasia, pt. II	NBC	20.9/32
10.	Dallas	CBS	20.8/33
11.	L.A. Law	NBC	19.9/32
12.	Moonlighting	ABC	19.8/30
13.	Growing Pains	ABC	19.6/29
14.	Who's the Boss	ABC	19.5/30
15.	Promise	CBS	19.5/29
16.	Newhart	CBS	19.0/28
17.	Amen	NBC	18.9/32
18.	Circus of the Stars	CBS	18.9/30
19.	Frosty the Snowman	CBS	18.5/30
20.	Kate & Allie	CBS	18.4/27
21.	My Sister Sam	CBS	18.2/27
22.	Matlock	NBC	17.9/27
23.	NFL Football	NBC	17.8/30
24.	227	NBC	17.7/30
25.	NFL Monday Night Football	ABC	17.4/28
26.	Knots Landing	CBS	17.3/28
27.	Dynasty	ABC	17.2/27
28.	Rudolph Red-Nosed Reindeer	CBS	17.0/25
29.	Hunter	NBC	16.9/30
30.	Magnum, P.I.	CBS	16.9/26
31.	Highway to Heaven	NBC	16.8/26
32.	Miami Vice	NBC	16.7/27
33.	Head of the Class	ABC	16.7/26
34.	Falcon Crest	CBS	16.6/29
35.	Charlie Brown Christmas	CBS	16.5/28
36.	Equilizer	CBS	16.4/27
37.	Cagney & Lacey	CBS	16.4/26
38.	Cavanaughs	CBS	16.4/24
39.	48 Hours	NBC	16.3/25
40.	Perfect Strangers	ABC	16.1/25
41.	ALF	NBC	15.9/24
42.	Facts of Life	NBC	15.7/27
43.	Amazing Stories	NBC	15.6/23
44.	Hotel	NBC	15.3/26
45.	Disney Sunday Movie	ABC	14.7/22
46.	St. Elsewhere	NBC	14.5/24
47.	Crime Story	NBC	14.0/24
48.	Gimme a Break	NBC	13.6/21
49.	Hill Street Blues	NBC	13.5/20
50.	Easy Street	NBC	13.5/19
51.	Jack & Mike	ABC	13.3/23
52.	20/20	ABC	13.1/21
53.	You Again	NBC	13.0/20
54.	Webster	ABC	12.8/22
55.	Our House	NBC	12.7/20
56.	Mike Hammer	CBS	12.5/20
57.	1986	NBC	12.1/21
58.	Mr. Belvedere	ABC	11.8/19
59.	Colbys	ABC	11.8/18
60.	Simon & Simon	CBS	11.7/18
60.	MacGyver	ABC	11.7/18
62.	Valerie	NBC	11.5/17
63	A Team	NBC	11.4/19
64.	Starman	ABC	10.9/19
65.	Designing Women	CBS	10.9/16
66.	Spenser: For Hire	ABC	10.0/18
67.	Downtown	CBS	9.9/17
68.	Twilight Zone	CBS	9.7/15
69.	Sidekicks	ABC	9.5/16
70.	Wild, Wild West Revisited	CBS	8.6/15
71.	Dads	ABC	8.5/14
72.	Sledge Hammer	ABC	8.2/14
73.	Gungho	ABC	7.4/12
74.	Heart of the City	ABC	6.0/10
75.	Our World	ABC	6.0/9

Palo Alto, Calif. 94306. Principal has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Arthur Barnett seeks 98.7 mhz; 3 kw; HAAT: 197 ft. Address: 401 Broadway, New York, 10013. Principal has no other broadcast interests. Filed Dec. 5.

■ Holmes Beach, Fla.—Southmayd Broadcasting Co. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 13604 Glenhurst Rd., Darnestown, Md. 20878. Principal is owned by Jeffrey D. Southmayd and her sister, Catherine. Southmayd is partner with law firm. Filed Dec. 8.

■ Holmes Beach, Fla.—Patrick D. McConnell seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 5515 Scott View Lane, Lakeland, Fla. 33803. Principal has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Asterick Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 326 ft. Address: 1429 N. Federal Highway, Ft. Lauderdale, Fla. 33304. Principal is owned by Richard S. Ingham. It owns WTRS-AM-FM Dunellon and WFTP(AM) Fort Pierce, both Florida. Dec. 8.

■ Holmes Beach, Fla.—Holmes Beach Broadcasting Ltd. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 3007 E. Norfolk, St., Tampa, Fla. 33610. Principal is owned by Cheryl Paul, who has no other broadcast interests. Filed Dec. 5.

■ Holmes Beach, Fla.—Sylvia A. Fernandez seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 345 Somerset Ave., Sarasota, Fla. 34243. Principal has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Sandpiper Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 322 ft. Address: 4840 Givens Court, Sarasota, Fla. 34242. Principal is owned by John E. Piper and family. It has no other broadcast interests. Filed Dec. 5.

■ Holmes Beach, Fla.—Holmes Beach Communications Inc. seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: 1613 14th Ave., Bradenton, Fla. 33508. Principal is owned by Gloria Mitchell, Norris Woolfork and others. Woolfork has interest in new TV Clermont, Fla. Filed Dec. 5.

■ Holmes Beach, Fla.—Gulf Broadcasting Ltd. Partnership seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 6621 Wakefield Dr. #817, Alexandria, Va. 22307. Principal is owned by Emilia de Quesada and William L. Bush. It has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Tampa Bay Broadcasters Ltd. seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: 2707 N. Habana Ave., Tampa, Fla. 33607. Principal is owned by James O. Simmons, Vincent T. Ridikas and Leo Dunslaw. It has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Greg Perich and Charley White seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 701 Short Putt Dr., MacClenny, Fla. 33026. Principal, Perich, owns WJXR(AM) MacClenny, Fla. Filed Dec. 8.

■ Holmes Beach, Fla.—B.F.J. Timm seeks 98.7 mhz; 3 kw; HAAT: 325.9 ft. Address: P.O. Box 1874, Tallahassee, Fla. 32302. Principal owns four AM's, six FM's and one TV. Filed Dec. 8.

■ Holmes Beach, Fla.—Holmes Beach FM Partnership seeks 98.7 mhz; 3 kw; HAAT: 289 ft. Address: 3500 El Conquistador Pky. 269, Bradenton, Fla. 33507. Principal is headed by Valerie K. Fairfield, general partner. It has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Uri Broadcasting Co. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushnell, Fla. 33513. Principal is owned by Roberta R. Johnson, who also owns WWLB(AM) Bushnell, Fla. Filed Dec. 8.

■ Holmes Beach, Fla.—Golden Gulf Broadcasters seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 113 Gull Dr., Anna Maria, Fla. 33501. Principal is owned by David A. Fitz and David P. McNamee. It has interest in KZSS(AM)-KZRR(FM) Albuquerque, N.M. It has interest in Smith Broadcasting Group, which owns four TV's. Filed Dec. 8.

■ Holmes Beach, Fla.—West Coast Broadcasting Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 2855 Hikes Lane, Louisville, Ky. 40218. Principal is owned by James J. Nathan, who has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Ogden Broadcasting of Florida seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 4810 Deltona Dr., Lunta Gorda, Fla. 33950. Principal is Filed Dec. 9.

■ Holmes Beach, Fla.—Sara Bay Broadcasting Ltd. Partnership seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 3601 Longmeadow, Sarasota, Fla. 33580. Principal is owned by C.E. Pierce, William S. Cerny, George Chopivsky, Bernard G. Barczak and George Wheeler. It has interest in WWON(AM)-WNCK(FM) Woonsocket, R.I; and WVPO(AM)-WSBG(FM) Stroudsburg, Pa. Cerny has interest in WLBK(AM)-WDEK(FM) DeKalb, Ill. Filed Dec. 8.

■ Holmes Beach, Fla.—Cornerstone Communications Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 4603 East Gulf Dr., 33510. Principal is owned by Kendra J. Whitehead and four others. It has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Saxton Communications seeks 98.7 mhz; 3 kw; HAAT: 304.5 ft. Address: 33680 Lake Shore Dr., N., Gages Lake, Ill. 60030. Principal is owned by Michael S Saxton. It has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Robert V. Barnes seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1152, 33509. Principal has no other broadcast interests. Filed Dec. 8.

■ Holmes Beach, Fla.—Ringling Communications Corp. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 100 S. Washington Blvd., Sarasota, Fla. 33577. Principal is owned by Lorraine Peaten and Herbert Horwitz. Horwitz has interest in WWSB(TV) Sarasota, Fla. Filed Dec. 8.

Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Holmes Beach, Fla.—IntermartBroadcasting of Holmes Beach Inc. seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 522 Park St., Jacksonville, Fla. 32203. Principal is owned by James E. Martin, who owns WRFM(FM) Homestead, Fla., and WQSC(FM) Andrews, S.C. Filed Dec. 8.

■ Holmes Beach, Fla.—W. Lynne Dayton seeks 98.7 mhz; 3 kw; HAAT: 328 ft. Address: 25 Chester St., Middletown, N.Y. 10940. Principal has no other broadcast interests. Filed Dec. 8.

■ Macon Ga.—G&D Communications Inc. seeks ch. 64; ERP vis. 857 kw; aur. 85.7 kw; HAAT: 1,192 ft. Address: 1627 Eye St., NW, Suite 550, Washington, D.C. 20006. Principal is owned by Dr. Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. Filed Dec. 10.

■ Willow Springs, Mo.—Cecil J. Curtis seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: Rt. 2, Box 210, 65793. Principal has no other broadcast interests. Filed Dec. 8.

■ Plainview, N.Y.—Michael Celenza seeks 105.7 mhz; 1 kw; HAAT: 240 ft. Address: 64 Belmont Ave., 11803. Principal has no other broadcast interests. Filed Dec. 9.

■ Myrtle Creek-Tri City, Ore.—Gee Jay Broadcasting seeks 1570 khz; 5 kw-D. Address: 916 Douglas St., Myrtle Creek, Ore. 97457. Principal is owned by Robert W. Larson and Lenires J. Jones, who have no other broadcast interests. Filed Dec. 8.

■ Sweet Home, Ore.—M-P-M Broadcasting seeks 107.1 mhz; 3 kw; HAAT: 275 ft. Address: 9235 N.E. 175th, Bothell, Washington, 98011. Principal Colin Malcom, his brother, Kevin and Duane J. Polich. It has interest in KLCK(AM) Goldenvale, Wash. Filed Dec. 8.

■ Sweet Home, Ore.—Galaxy Broadcast Partners seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 33692 Santiam Highway, Lebanon, Ore. 97355. Principal is owned by Heather McDaniel and her husband, James. It owns colocated KFIR(AM). Filed Dec. 5.

■ Nashville—Three Angels Broadcasting of Tennessee seeks ch. 42; ERP vis. 1,094 kw; aur. 109 kw; HAAT: 773 ft. Address: 1575 Campbell Rd., Goodlettsville, Tenn. 37072. Principal is nonprofit corporation headed by David Rose. Filed Dec. 5.

■ Moab, Utah—Barksdale & Associates seeks 96.7 mhz; 3 kw; HAAT: minus 529.3 ft. Address: 229 Walker St., 84532. Principal is owned by Dixie Barksdale and two others. It owns KCNY(AM) Moab, Utah. Filed Dec. 5.

■ Fairmont, W.Va.—Skyway Television Ltd. seeks ch. 66; Address: ERP vis. 5,000 kw; aur. 500 k; HAAT: 830 ft. 416 Royal Tern Dr., Barefoot Bay, Fla. 32958. Principal is owned by John J. Garofalo. It has no other broadcast interests. Filed Dec. 3.

Facilities Changes

Applications

AM's

Tendered

■ KELC (1530 khz) England, Ark.—Seeks CP to change city of license to Scott, Ariz.; change TL; change ERP to 500 w and make changes in ant. sys. Filed Dec. 11.

■ WLDS (1180 khz) Jacksonville, Ill.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; increase day power to 5 kw; change TL and make changes in ant. sys. Filed Dec 12.

■ WCZN (1590 khz) Chester, Pa.—Seeks CP to change ERP to 2.5 kw-D. Filed Dec. 11.

Accepted

■ WKDC (1530 khz) Elmhurst, Ill.—Seeks MP to make changes in ant. sys. Filed Dec. 15.

■ KYKN (1430 khz) Keizer, Ore.—Seeks mod. of license to operate transmitter by remote control from main SL. Filed Dec. 15.

FM's

Tendered

■ KXDZ (103.1 mhz) Anchorage, Alaska—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 156.1 ft. Filed Dec. 16.

■ KJJJ (95.3 mhz) Clifton, Ariz.—Seeks mod. of CP to change freq. to 102.1 mhz; change TL; change ERP to 66.5 kw and change HAAT to 2,349 ft. Filed Dec. 16.

■ KAWA (105.9 mhz) Kingman, Ariz.—Seeks mod. of CP change TL; change ERP to 24.5 kw and change HAAT to 3,059 ft. Filed Dec. 12.

■ KNTI (99.5 mhz) Lakeport, Calif.—Seeks mod. of CP change TL; change ERP to 2.4 kw and change HAAT to 1,920 ft. Filed Dec. 10.

■ KQYZ (104.9 mhz) LeMoore, Calif.—Seeks CP to change TL and change HAAT to 328 ft. Filed Dec. 10.

■ KRBQ (102.7 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Dec. 12.

■ KCAL-FM (96.7 mhz) Redlands, Calif.—Seeks mod. of license to retain main studio at present site. Filed Dec. 16.

■ KSON-FM (97.3 mhz) San Diego, Calif.—Seeks CP to change TL; change ERP 7.4 kw and change HAAT to 1,074 ft. Filed Dec. 10.

■ KTHO-FM (102.9 mhz) South Lake Tahoe, Calif.—Seeks mod. of CP to change TL; change ERP to 1 kw and change HAAT to 2,793.8 ft. Filed Dec. 15.

■ WOKD (98.3 mhz) Arcadia, Fla.—Seeks CP to change ERP 2 kw. Filed Dec. 12.

■ WHGS (90.3 mhz) Haines City, Fla.—Seeks CP to change ERP to 3 kw and change HAAT to 250 ft. Filed Dec. 10.

■ WKRG-FM (99.9 mhz) Mobile, Fla.—Seeks mod. of CP correct overall height of structure. Filed Dec. 16.

■ WPXE-FM (106.3 mhz) Starke, Fla.—Seeks CP to change ERP to 1.35 kw and change HAAT to 494.3 ft. Filed Dec. 15.

■ WPCH (94.9 mhz) Atlanta—Seeks CP to change HAAT to 984 ft. Filed Dec. 15.

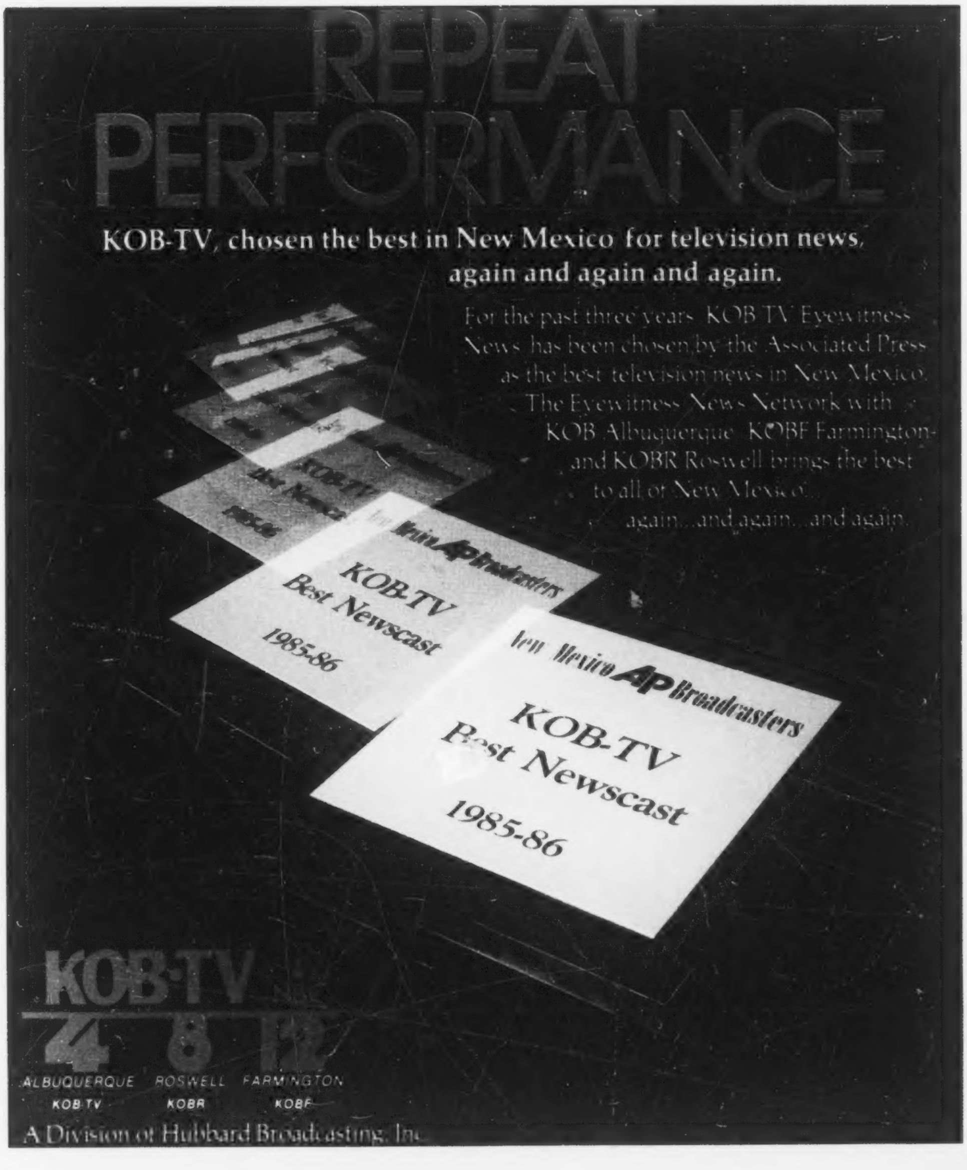
■ WGUS-FM (102.3 mhz) Augusta, Ga.—Seeks CP to

C1750-1
12/30/86

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Dec 29



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CHRISTMAS PRESENT
1986

Vol. 111 No. 26

Broadcasting Dec 29

FCC stays its must-carry order
A look back at 1986
A look ahead to INTV

STAY GRANTED ☐ FCC votes 4-1 to stay must-carry proposal. **PAGE 27.**

DEREG DAY ☐ Rate deregulation for cable operators begins today (Dec. 29). **PAGE 28.**

SCATTER TALK ☐ Agencies and network salesmen agree that current scatter market is strong, but disagree on whether that strength will last. **PAGE 29.**

SWEEPING RESULTS ☐ Market-by-market breakdown of NBC's November sweeps victory. **PAGE 30.**

STUDIO TALK ☐ Broadcasters, in comments at FCC, favor dropping main studio rule. **PAGE 32.**

PRE-INTV 1987 ☐ Independent broadcasters gear up for 14th annual convention, to be held next week in Los Angeles. MPAA's Jack Valenti to keynote convention, with a host of panels on technical, regulatory and legislative issues. **PAGE 36.** The agenda appears on **PAGE 40.** A complete listing of exhibitors showing product in the screening suites appears on **PAGE 41.**

1986 YEAREND REVIEW ☐ The three broadcast networks underwent fundamental changes in 1986, as new ownership and management brought a leaner way of doing business. NBC won its first prime time ratings race in history. Cable received a number of victories at the hands of the courts in 1986, including favorable rulings on cable copyright fees, must carry and the First Amendment. The must-carry situation, and its side effects, dominated much of the year—the broadcast-cable compromise, the FCC's version of new must-carry rules and, finally, a grant of a stay on those proposed rules. BROADCASTING chronicles the highlights of the year in the Fifth Estate, beginning on **PAGE 47.**

SUMMER SLUMP ☐ Radio ratings advisory group asks Arbitron to study drop in listening levels in summer report that coincided with new methods of survey. **PAGE 56.**

OBSCENITY RESPONSE ☐ Infinity Broadcasting responds to allegations that broadcasts were "obscene or indecent." **PAGE 57.**

HIGHER APPEAL ☐ Alabama television station to ask Supreme Court to review "neutral reportage" case. **PAGE 57.**

GOVERNMENT EYE ☐ Comsat-Contel merger seen as giving government a chance to restructure Comsat's relationship with Intelsat. **PAGE 59.**

GOING PUBLIC ☐ Outlet Communications files for public offering with Securities and Exchange Commission. **PAGE 60.**

PBS PROGRAMING ☐ Public Broadcasting Service unveils its winter programing lineup. **PAGE 62.**

MODEST PROPOSAL ☐ Hollywood producers propose ending network creative controls in exchange for reductions in programing costs. **PAGE 63.**

ABSENCE MAKES HEART... ☐ NBC pulls *Family Ties* from morning lineup in order to keep sitcom fresh for syndication; replaces it with new game show. **PAGE 63.**

FROM THE WHITE HOUSE ☐ ABC White House reporter Sam Donaldson has made his voice heard and presence felt in that beat. **PAGE 79.**

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Grant heading for hearings

The fate of Grant Broadcasting System is mostly in the hands of Philadelphia lawyers, who are preparing for at least two hearing dates in the next few weeks. Behind the proceedings of the federal bankruptcy court (BROADCASTING, Dec. 15), however, a different resolution to the three-station broadcaster's problems was said, by at least one of those involved, to be in the works. MCA, one of the creditors, was said to be discussing with GBS principals the possibility of taking over at least two of the TV stations.

Asked about the report, MCA president and chief operating officer, Sidney Jay Sheinberg, said: "I have no comment on that. The people who are participating on our matter are probably involved more with Christmas than with that.... I don't think you will be hearing anything soon." Sheinberg's 'no comment' was echoed by a succession of lawyers and others related to the proceedings.

A hearing date has been set for tomorrow (Dec. 30), at which time at least one syndicator is expected to ask the judge to rule that unless syndicators are paid in advance, they can refuse to deliver future programing to WBFS-TV Miami, WGBO-TV Chicago and WGBS-TV Philadelphia.

Other questions that may be resolved soon include whether a request for change of venue from Philadelphia to Los Angeles will be granted, and whether any creditors will attempt to have Milton Grant removed as president of the stations in favor of a court-appointed trustee.

---

ventory had to be used to make good on ratings underdelivery, especially in daytime and children's television: "I wouldn't start saying 'Gee, it's the rebirth of network television.' The first 80% was sold at very little."

More optimistic was Robert Blackmore, NBC Television, senior vice president, sales, who said that some of the influences that previously subtracted from network revenue would no longer be as strong: "To establish the barter market took a major hunk of money. That is not going to happen again because they don't have that much new to offer...now the most you have to look from them is about a 10%-to-20% increase."

None of those commenting seemed to have a firm idea of how much new money was helping the price increases. Said one agency executive: "That still remains to be seen. One factor I cannot understand is why anyone who bought upfront [at depressed prices] would set money aside to buy scatter. I think some of the current money came from new products, but I have no real idea."

More than one executive mentioned strong buying by automotive companies. Said Tom Winner, senior vice president, director of broadcast operations, William Esty: "It does seem that there are a lot of clients whose budgets are up compared to this time last year...I won't cite anyone specifically, but the categories include financial services and automotive...there must be a whole bunch of money." ABC-TV's Goldsmith said: "I see new money come up in certain areas...I have seen the wine coolers spend more and I have seen more airline business in prime than ever before...In the daytime area packaged goods are maintaining [and], if anything, increasing."

The current demand for network spots at least seemed to guarantee strength in the second-and-third-quarter scatter markets, especially since more than a few advertisers have decided to place multiquarter buys. Said Richard Kostyra, executive vice president, director of media services, J. Walter Thompson: "We did it [make a multiquarter buy] with one advertiser on the basis that the marketplace was quickening. It looked like it was strengthening not only for the quarter but for the rest of the year." Said Esty's Winner: "It is probably wise and we have taken advantage of the opportunity to buy long-term. In a market like this, it is not unusual for somebody to get shut out."

One barometer of marketplace strength is daytime, since the success of that daypart is somewhat contingent on the strength of prime time. Currently it continues to be weaker than the networks desire, and is most strongly hurt by the use of 15-second spots. The Television Bureau of Advertising said that for the first nine months of 1986, more than 60% of all 15-second commercials appeared on daytime television. Said NBC's Blackmore: "A lot of products in daytime are concerned with repetitive sell, and if it is true that two 15's are 30% more effective than a 30 at the same price they will be used...Still daytime C-P-M's are up about 15% over upfront." The networks had cut daytime upfront pricing below the previous year's level.

There may be no clear near-term indicators for how the networks will do in 1987. What might otherwise be the next test of the advertising climate, the upfront market six months off, will be complicated by the use of different ratings data—people meter and diary—in negotiations. ☐

Arbitron finds sweep viewing less than year ago

NBC, ABC and CBS post viewing declines of 2%, 5% and 6%, respectively, in early tabulations

Preliminary analysis of Arbitron November sweep figures for the 213 Arbitron markets shows average prime time viewing of all three TV networks' affiliates down compared to November 1985. The analysis, prepared by NBC, showed viewing of NBC affiliates to be off an average 2%, while viewing of ABC stations dropped 5% and that of CBS stations was down 6%.

At deadline, a number of major Nielsen local sweep books were still not available, including four markets in the top 20 (Los Angeles, Chicago, San Francisco, and Sacramento-Stockton, Calif.), so any analysis there is subject to updating in the next week or two. But according to NBC's analysis of 172 Nielsen markets, viewing of NBC stations in prime time was up 1%, while viewing was down 4% on CBS stations and down 5% on ABC affiliates. If that trend holds, the three-network household delivery figure for both the Nielsen and Arbitron sweeps would be down from November 1985 to 1986.

In Arbitron's total of 213 markets, NBC dominated with 105 victories, three ties with CBS and four ties with ABC. CBS stations won in 67 markets, tied ABC twice and NBC three times. ABC stations won in 32 markets.

According to NBC's analysis of 123 Nielsen markets, NBC stations won or tied for first in 72 markets, while CBS did the same in 44 and ABC in 12.

In the top 20 Arbitron markets, NBC affiliates won the prime time race in 12 markets, a net gain of one over November 1985. ABC stations won in five, a net loss of one, and CBS won three markets, the same as in the November 1985 sweeps. Also in the top 20, NBC had three second-place finishes, a net loss of three from November 1985, while ABC had a net gain of four second-place finishes, pushing it to 10 markets. CBS came in second eight times a year ago and seven times in November 1986. NBC had five third-place finishes, two more than in November 1985, while ABC had one fewer this time around with five. CBS had 10 third places in both '85 and '86.

In NBC's analysis of the 16 available top 20 markets, it had 10 first-place finishes in November, four second-place finishes and two third-place finishes, the same as a year earlier. According to the same analysis, CBS four first-place finishes in the same 16 markets, a net gain of one from November 1985, and five second-place finishes, a net loss of two markets. The network placed third in seven markets, two more than in November of 1985. The NBC rundown credited ABC with two wins in those markets, a net loss of two from a year earlier. In the same count, ABC had seven second-place finishes, a net gain of two, and seven third-place finishes, same as a year earlier.

No market-by-market demographic data was available at deadline. But according to Nielsen national data for Nov. 10 to Nov. 23, NBC was strongest in the key women demographics, 18-34, 18-49 and 25-54. ABC was a solid second in those and CBS was third. In the key men's categories for that period, ABC was first with men, 18-34, 18-49 and 25-54, NBC second and CBS third.

The following chart is a market-by-market breakout of affiliate household delivery in prime time compiled by BROADCASTING from Arbitron market-by-market reports, which were mailed out last week. Total survey area television households are in the thousands (add 000) per average quarter-hour (8-11 p.m. Monday-Saturday; 7-11 p.m. Sunday, NYT). Boldface numbers indicate the market winner. A dash (—) indicates no primary or secondary affiliation in the market. In some markets where there are fewer than three network affiliates, figures for all three networks may appear because of secondary affiliations. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

	1986 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
Abilene-Sweetwater, Tex. (157)	16	22	**24**
Albany, Ga. (153)	5	—	**64**
Albany-Schenectady-Troy, N.Y. (51)	67	88	**91**
Albuquerque, N.M. (65)	**73**	42	69
Alexandria, La. (161)	6	—	**41**
Alexandria, Minn. (183)	—	**34**	—
Alpena, Mich. (212)	—	**6**	—
Amarillo, Tex. (117)	**38**	25	30
Ardmore-Ada, Okla. (174)	18	**19**	17
Atlanta (12)	181	205	**207**
Augusta, Ga. (99)	**46**	42	29
Austin, Tex. (72)	47	**55**	42
Bakersfield, Calif. (148)	22	24	**27**
Baltimore (21)	160	150	**185**
Bangor, Me. (154)	14	**25**	24
Baton Rouge (91)	**68**	57	42
Beaumont-Port Arthur, Tex. (122)	32	40	**43**
Bend, Ore. (208)	—	4	**5**
Billings-Hardin, Mont. (163)	15	**18**	12
Biloxi-Gulfport-Pascagoula, Miss. (179)	**39**	—	—
Binghamton, N.Y. (132)	15	**42**	23
Birmingham (Anniston), Ala. (43)	116	51	**128**
Bluefield-Beckley-Oak Hill, W.Va. (143)	25	—	**34**
Boise, Idaho (138)	23	23	**32**
Boston (6)	286	270	**357**
Bowling Green, Ky. (197)	**21**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	20	41	**72**
Buffalo, N.Y. (36)	104	99	**115**
Burlington, Vt.-Plattsburgh, N.Y. (93)	12	**47**	42
Butte, Mont. (188)	9	**12**	7
Casper-Riverton, Wyo. (184)	7	7	**14**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	50	49	**63**
Charleston, S.C. (109)	36	**45**	44
Charleston-Huntington, W.Va. (47)	68	69	**120**
Charlotte, N.C. (32)	98	**132**	61
Charlottesville, Va. (196)	—	—	**6**
Chattanooga (80)	51	48	**66**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	**15**
Chicago (3)	**553**	371	501
Chico-Redding, Calif. (141)	**28**	24	7
Cincinnati (28)	101	118	**137**
Clarksburg-Weston, W.Va. (166)	—	**27**	23
Cleveland (11)	247	196	**266**
Colorado Springs-Pueblo (100)	**42**	37	41
Columbia, S.C. (88)	29	35	**82**
Columbia-Jefferson City, Mo. (142)	16	**29**	28
Columbus, Ga. (121)	**44**	40	21
Columbus, Ohio (34)	99	124	**130**
Columbus-Tupelo, Miss. (135)	11	28	**57**
Corpus Christi, Tex. (119)	**32**	26	30
Dallas-Fort Worth (8)	245	**258**	244
Davenport, Iowa-Rock Island-Moline, Ill. (74)	50	48	**66**
Dayton, Ohio (48)	64	**97**	72
Denver (19)	171	139	**180**
Des Moines (66)	49	66	**67**
Detroit (7)	271	255	**338**
Dothan, Ala. (160)	9	**37**	—
Duiuth, Minn.-Superior, Wis. (120)	28	**31**	30
El Centro, Calif.-Yuma, Ariz. (182)	—	4	**8**
El Paso (105)	36	30	**44**
Elmira, N.Y. (165)	11	—	**14**
Erie, Pa. (137)	22	23	**38**
Eugene, Ore. (133)	29	**34**	17
Eureka, Calif. (187)	—	7	**8**
Evansville, Ind. (90)	**44**	35	41
Fargo, N.D. (104)	32	32	**35**
Farmington, N.M. (201)	—	—	**8**
Flagstaff, Ariz. (206)	—	—	**7**
Flint-Saginaw-Bay City, Mich. (56)	78	41	**89**
Florence, S.C. (144)	24	**51**	—
Fort Myers-Naples, Fla. (101)	22	**43**	40
Fort Smith, Ark. (147)	18	**33**	15
Fort Wayne, Ind. (97)	**38**	37	37
Fresno-Visalia, Calif. (63)	50	54	**56**
Gainesville, Fla. (169)	**20**	—	—
Glendive, Mont. (213)	—	**2**	1
Grand Junction-Durango, Colo. (175)	8	**15**	11
Grand Rapids-Kalamazoo, Mich. (40)	85	74	**99**
Great Falls, Mont. (178)	**12**	11	4
Green Bay-Appleton, Wis. (68)	**64**	54	**64**
Greensboro-Winston Salem-High Point, N.C. (50)	84	**96**	86
Greenville-New Bern-Washington, N.C. (96)	28	40	**59**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	85	95	**133**
Greenwood-Greenville, Miss. (168)	**27**	11	—
Hagerstown, Md. (194)	—	—	**15**
Harrisburg-Lancaster-Lebanon-York, Pa. (45)	61	72	**115**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (23)	121	**155**	97
Helena, Mont. (210)	—	—	**5**
Houston (10)	**253**	192	230
Huntsville-Decatur-Florence, Ala. (89)	40	42	**44**
Idaho Falls-Pocatello (159)	12	16	**17**
Indianapolis (24)	116	130	**146**
Jackson, Miss. (85)	30	57	**63**
Jackson, Tenn. (191)	**25**	—	—
Jacksonville, Fla. (57)	48	**79**	49
Johnstown-Altoona, Pa. (86)	—	51	**80**
Jonesboro, Ark. (176)	**24**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	26	35	**39**
Kansas City, Mo. (29)	116	.31	**140**
Knoxville, Tenn. (61)	63	**88**	47
La Crosse-Eau Claire, Wis. (136)	20	28	**37**
Lafayette, Ind. (192)	—	**11**	—
Lafayette, La. (112)	44	**56**	—
Lake Charles, La. (172)	—	—	**40**
Lansing, Mich. (102)	—	**50**	44
Laredo, Tex. (199)	**4**	3	**4**
Las Vegas (94)	31	35	**43**
Laurel-Hattiesburg, Miss. (162)	—	—	**33**
Lexington, Ky. (73)	43	**61**	56
Lima, Ohio (195)	—	—	**16**
Lincoln-Hastings-Kearney, Neb. (92)	26	**48**	16
Little Rock, Ark. (53)	72	69	**79**
Los Angeles (2)	579	525	**654**
Louisville, Ky. (49)	57	91	**105**
Lubbock, Tex. (150)	16	24	**25**
Macon, Ga. (131)	17	**40**	21
Madison, Wis. (107)	30	**38**	36
Mankato, Minn. (209)	—	**15**	—
Marquette, Mich. (185)	—	**19**	—
McAllen-Brownsville, Tex. (116)	**30**	26	20
Medford, Ore. (155)	13	18	**32**
Memphis (39)	81	113	**125**
Meridian, Miss. (177)	**24**	9	7
Miami (14)	**193**	**193**	192
Milwaukee (30)	104	104	**138**
Minneapolis-St. Paul (15)	161	**185**	159
Minot-Bismarck-Dickinson, N.D. (146)	8	24	**38**
Missouia-Butte, Mont. (173)	**17**	13	**17**
Mobile, Ala.-Pensacola, Fla. (55)	61	**89**	85
Monroe, La.-El Dorado, Ark. (115)	13	**57**	27
Montgomery-Selma, Ala. (108)	18	28	**68**
Nashville (31)	92	124	**135**
New Orleans (33)	97	122	**124**

	1986 TSA households (000)		
ADI (rank)	**ABC**	**CBS**	**NBC**
New York (1)	971	943	**1,096**
Norfolk-Portsmouth-Newport News, Va. (46)	75	85	**91**
North Platte, Neb. (211)	—	—	**8**
Odessa-Midland, Tex. (140)	26	**28**	22
Oklahoma City (37)	81	**105**	103
Omaha (69)	**62**	57	**62**
Orlando-Daytona Beach-Melbourne, Fla. (27)	126	114	**145**
Ottumwa, Iowa-Kirksville, Mo. (204)	**18**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	32	**70**	65
Palm Springs, Calif. (181)	7	—	**9**
Panama City, Fla. (171)	18	—	**26**
Parkersburg, W.Va. (198)	—	—	**10**
Peoria, Ill. (103)	42	35	**48**
Philadelphia (4)	**446**	394	444
Phoenix (22)	128	140	**145**
Pittsburgh (13)	**248**	220	195
Portland, Ore. (26)	99	**121**	119
Portland-Poland Spring, Me. (79)	46	41	**55**
Presque Isle, Me. (205)	—	**7**	—
Providence, R.I.-New Bedford, Mass. (42)	88	81	**112**
Quincy, Ill.-Hannibal, Mo. (151)	—	**28**	**28**
Raleigh-Durham, N.C. (35)	91	**103**	46
Rapid City, S.D. (167)	**21**	—	16
Reno (124)	**26**	23	24
Richmond, Va. (60)	64	**77**	64
Roanoke-Lynchburg, Va. (71)	42	**69**	62
Rochester-Austin, Minn.-Mason City, Iowa (149)	24	18	**25**
Rochester, N.Y. (70)	53	53	**58**
Rockford, Ill. (114)	32	31	**34**
Roswell, N.M. (180)	—	**13**	—
Sacramento-Stockton, Calif. (20)	124	132	**167**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (18)	147	171	**199**
Salinas-Monterey-San Jose, Calif. (111)	**49**	23	40
Salisbury, Md. (164)	11	**19**	14
Salt Lake City (41)	96	90	**100**
San Angelo, Tex. (190)	—	**12**	—
San Antonio, Tex. (44)	82	**98**	86
San Diego (25)	93	**113**	94
San Francisco (5)	272	**288**	282
Santa Barbara-Santa Maria, Calif. (113)	24	**25**	18
Sarasota, Fla. (156)	**21**	—	—
Savannah, Ga. (110)	23	**43**	38
Seattle-Bellingham-Tacoma (16)	155	137	**182**
Shreveport, La.-Texarkana, Tex. (62)	**81**	76	71
Sioux City, Iowa (123)	28	14	**37**
Sioux Falls-Mitchell, S.D. (98)	38	**58**	27
South Bend-Elkhart, Ind. (84)	37	47	**63**
Spokane, Wash. (78)	45	49	**56**
Springfield, Mass. (106)	35	—	**48**
Springfield, Mo. (83)	20	51	**63**
Springfield-Decatur-Champaign, Ill. (76)	49	54	**67**
Syracuse, N.Y. (67)	52	**76**	**76**
Tallahassee, Fla.-Thomasville, Ga. (129)	12	**48**	7
Tampa-St.Petersburg (17)	168	189	**197**
Terre Haute, Ind. (127)	10	33	**41**
Toledo, Ohio (64)	56	74	**90**
Topeka, Kan. (144)	13	**26**	24
Traverse City-Cadillac, Mich. (139)	17	**43**	35
Tucson, Ariz. (81)	47	38	**49**
Tulsa, Okla. (52)	**84**	**84**	75
Tuscaloosa, Ala. (186)	—	**10**	—
Twin Falls, Idaho (203)	—	**9**	2
Tyler-Longview, Tex. (125)	**46**	11	40
Utica, N.Y. (158)	17	—	**29**
Victoria, Tex. (207)	6	—	**7**
Waco-Temple, Tex. (95)	18	**56**	39
Washington (9)	233	231	**242**
Watertown-Carthage, N.Y. (170)	—	**19**	—
Wausau-Rhinelander, Wis. (130)	34	**36**	14
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	53	29	**85**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	38	**45**
Wichita-Hutchinson, Kan. (58)	58	**74**	69
Wichita Falls, Tex.-Lawton, Okla. (126)	23	**25**	**25**
Wilkes Barre-Scranton, Pa. (59)	89	62	**92**
Wilmington, N.C. (152)	26	8	**65**
Yakima, Wash. (128)	20	**29**	22
Youngstown, Ohio (87)	45	48	**54**
Zanesville, Ohio (202)	—	—	**11**

Broadcasters favor dropping main studio rule

Comments on FCC plan are mostly positive; move said to promote licensee flexibility in service

The FCC's proposal to modify or eliminate rules that require the location of a broadcast station's main studio within its community of license and mandate that a majority of the station's nonnetwork programing originate from within the community of license (BROADCASTING, Oct. 20) has elicited an enthusiastic response from broadcasters.

In comments at the FCC, the consensus clearly supports the agency's proposal to scrap the program-origination requirement altogether. The FCC had proposed to either eliminate the main studio rule or permit location of a main studio out to the Grade B or city grade contour. Those alternatives also generally received rave reviews.

NBC urged elimination of the requirements. "While the main studio and program origination rules may have filled a useful purpose at their inception, both American life and broadcast technology have evolved since that time in such a way as to diminish their usefulness," NBC said.

The National Telecommunications and Information Administration said broadcasters should be given as much flexibility as possible to serve the needs of their service areas. "As long as a broadcaster provides convenient access to its public file and a responsive comment mechanism, the goal of localism can be served regardless of the location of the station's main studio or how much of its programing is originated there," NTIA said.

The National Association of Broadcasters said the rules should be eliminated, but that steps should be taken to insure that the public has access to a station licensed to its community. "NAB suggests that a broadcaster who chooses to locate its studio outside its community of license maintain a local or toll-free phone number for residents of that community," NAB said. "Also, the public file should be maintained in a place which is reasonably accessible to residents of the community of license."

Said CBS: "CBS believes a policy statement requiring broadcasters to maintain an office 'readily available' to their communities of license would suffice to insure adequate physical contact between broadcasters and their communities."

The Association of Independent Television Stations recommended elimination of the program orgination rule and modification of the main studio rule for TV's "to require only that each licensee use good-faith, reasonable judgment in determining what type of program production and/or office facilities are necessary to serve the community itself."

The Arizona Justice Committee, the group of radio licensees whose petition started the rulemaking ball rolling, suggested a modification of the main studio rule to permit radio licensees to locate main studios "anywhere within the station's service area—the 1 millivolt per meter contour for FM stations and the 0.5 mv/m groundwave contour for AM stations. AJC also supports revising licensees' local presence obligations solely to maintaining a studio in the service area and insuring that residents of the community of license can contact that studio by means of the equivalent of a local telephone call."

Finley Broadcasting, licensee of KREO(FM) Healdsburg and KSRO(AM) Santa Rosa, both California, estimated it could save $5,000 per month if it could consolidate its operations, which are now 16 miles apart. "Permitting the use of a common studio by co-owned AM and FM stations serving the same market but licensed to different communities will contribute to a more efficient service to the public," Finley said. "The requirement that the licensee maintain a toll-free number to the studio from either community will avoid imposing a cost on the

NBC continues winning ways

NBC won the prime time race for the week ending Dec. 21, making it 13 weeks out of 13 in the 86-87 season. The week was laden with holiday entertainment specials, 11 in all, and NBC had all five that landed among the top-30 ranked programs. The prime time score: NBC, 17.3/28; CBS, 15.6/25, and ABC, 14.6/23. A year ago: NBC came out on top with a 16.6/27, edging CBS (16.4/26) and ABC (14.8/24).

NBC won three nights—Wednesday, Thursday and Saturday—while CBS won Friday and Sunday and ABC won Monday and Tuesday.

In the evening news race, where NBC and CBS have been taking turns on top in recent weeks, NBC won with an average 12.2/22, followed by CBS, 11.7/21, and ABC, 10.8/20. A year ago, the news race score: CBS, 13.6/24, NBC, 11.9/21, and ABC, 11.4/20. Hut levels for the week averaged 62.4%, compared to 61.7% last year.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	35.1/54
2.	Family Ties	NBC	33.1/50
3.	Cheers	NBC	28.4/43
4.	Night Court	NBC	27.3/42
5.	Moonlighting	ABC	26.1/39
6.	60 Minutes	CBS	24.1/39
7.	Growing Pains	ABC	24.1/36
8.	Golden Girls	NBC	23.5/41
9.	Who's the Boss?	ABC	22.8/35
10.	NFL Monday Night Football	ABC	21.9/36
11.	Murder, She Wrote	CBS	21.5/33
12.	Dallas	CBS	21.3/34
13.	Newhart	CBS	20.5/30
14.	Bob Hope Special	NBC	20.4/31
15.	The Christmas Gift	CBS	20.2/33
16.	Magnum, P.I.	CBS	19.7/29
17.	Amen	NBC	19.6/35
18.	NFL Football	CBS	19.1/54
19.	Falcon Crest	CBS	19.1/32
20.	Highway to Heaven	NBC	19.1/30
21.	L.A. Law	NBC	18.8/31
22.	Kate & Allie	CBS	18.1/27
23.	Cavanaughs	CBS	17.8/26
24.	Year in the Life, pt. 3	NBC	17.1/27
25.	Mickey's Christmas Carol	NBC	17.1/30
26.	Year in the Life, pt. 2	NBC	17.0/27
27.	Knots Landing	CBS	16.9/28
28.	My Sister Sam	CBS	16.8/25
29.	Dynasty	ABC	16.7/25
30.	Year in the Life, pt. 1	NBC	16.6/26
31.	Scarecrow & Mrs. King	CBS	16.2/27
32.	Grinch Who Stole Christmas	CBS	15.7/25
33.	Perfect Strangers	ABC	15.7/25
34.	Head of the Class	ABC	15.7/24
35.	Equalizer	CBS	15.4/25
36.	Matlock	NBC	15.4/23
37.	Cagney & Lacey	CBS	15.3/25
38.	Hotel	ABC	15.3/26
39.	Night Before Christmas	CBS	15.3/23
40.	Christmas Show	NBC	15.2/27
41.	Football, L.A. Rams-San Fran.	ABC	15.1/25
42.	Jack & Mike	ABC	14.5/24
43.	Spenser: For Hire	ABC	14.2/20
44.	Christmas in Washington	NBC	14.0/25
45.	Amy Grant Home for Holidays	NBC	13.7/22
46.	MacGyver	ABC	13.7/21
47.	Babes in Toyland	NBC	13.4/22
48.	Wet Gold	ABC	12.5/20
49.	Izzy & Moe	CBS	12.2/19
50.	20/20	ABC	11.9/19
51.	Simon & Simon	CBS	11.7/18
52.	Amos	NBC	11.6/18
53.	The Wizard	CBS	10.9/17
54.	Colbys	ABC	10.8/17
55.	Sidekicks	ABC	10.6/19
56.	Disney Sunday Movie	ABC	10.5/17
57.	Sledge Hammer	ABC	10.2/18
58.	Downtown	CBS	9.8/18
59.	Designing Women	CBS	9.6/16
60.	Twilight Zone	CBS	9.2/14
61.	A Good Sport	CBS	8.6/15
62.	Heart of the City	ABC	8.5/16
63.	Our World	ABC	4.0/7

American countries, to be produced by the Australian Broadcasting Commission. The hour-long programs will show viewers sights that include the carnival in Rio de Janeiro, the ruins of the Incan Empire and the jungles of the Amazon. □

Producers proposing end to network creative controls

Hollywood producers, who have long pushed for the networks to loosen their grip over the creative elements of programs, hope to have an offer ready by June that ABC, NBC and CBS will find hard to resist. The Caucus for Producers, Writers and Directors has formed a special committee to demonstrate to the cost-conscious networks that less creative controls would mean substantial savings on license fees. "It is the first time we have tied fewer creative controls to cost," said Charles Fries, chairman, president and chief executive officer of Fries Entertainment, who was named a member of the five-member committee.

When producers have approached the networks in the past, they have lamented the deficits brought by network controls over casting, directors and scripts. The talent, aware of the network interest, "asks for the highest possible fee," Fries said. Programing executives, however, have been reluctant to go along with the requests for fewer controls because they were fearful program quality would suffer.

But next time producers approach network brass, they will emphasize that license fees could diminish by as much as 5% if controls are lifted. The caucus committee, which has been working with production companies to devise a strategy, will be charged with devising specific examples of how less controls would enhance quality. Larry White, a producer who serves as co-chairman of the committee, said he would wait until a final draft of the proposal is completed before revealing details. Production firms, he said, are already walking a fine line with the networks over such matters as the financial interest and syndication rules and in-house production.

Officials at NBC and CBS declined to comment on the proposal until they see it. At ABC, however, a spokesman said when it comes to dramatic development the network has already "relinquished a lot of that control. We are trying to work in partnership with the creative community." ABC Entertainment president Brandon Stoddard and Chad Hoffman, vice president of dramatic series development, have re-defined their philosophy about dealing with producers to help pull the struggling network out of third-place, according to the spokesman. Fries agreed ABC "has been more cooperative," but he said there is room for improvement. □

NBC replaces morning 'Family Ties'; adds game show

Network wants to keep sitcom fresh for 1987 syndication debut

NBC will introduce a new game show, *Blockbusters*, to its daytime schedule Jan. 5. It will appear at 10:30 a.m. EST, replacing *Sale of the Century*, which will move to the 10 a.m. slot now occupied by *Ties*, said Jake Tauber, vice president of game programs for NBC. The latest entry into the game show fold, hosted by Bill Rafferty, is from Mark Goodson Television Productions.

Network officials have previously indicated they would remove *Family Ties* from the morning schedule in January to prevent the show from growing stale before it goes into

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WGMZ	Radiocom Ltd., Tuscola, Mich.
	New TV's
WVFF	Virginia and Frederic Fruits, Opelika, Ala.
WRJM-TV	Shelley Broadcasting Co., Troy, Ala.
KSLD	Sunland Communications Co., Riverside, Calif.
WVFL-TV	Focus Broadcast Communications Inc., Sebring, Fla.
WCCL	Crescent City Communications Inc., Crescent City, La.
KIID-TV	John R. Powley, Huron, S.D.
WTFM-TV	The Home News Co., Christiansted, VI
	Existing AM's
KFAY	KHOG Demaree Media Inc., Farmington, Ark.
KPAL	KAUL Ainsley Communications Corp., North Little Rock, Ark.
KHOG	KFAY Bowman & Caselman Enterprises Inc., Springdale, Ark.
WYGR	WMGF Stuart P. Noordyk, Wyoming, Mich.
KOMC	KLCO Orr & Earls Broadcasting Inc., Branson, Mo.
KTOZ	KLSM Dixon Broadcasting Inc., Springfield, Mo.
WSFL	WWMG Caravelle Broadcast Group of Coastal Carolina, Inc., New Bern, N.C.
WCRV	WMSO Victory Communications Inc., Collierville, Tenn.
KVOL	Dothot Broadcasting A Partnership, Big Lake, Tex.
	Existing FM's
KAMJ	KAMJ-FM Professional Broadcasting Inc., Phoenix, Ariz.
KAUL	KAUL-FM Ainsley Communications Corp., Sheridan, Ark.
KQKS	KLMO-FM Western Cities Broadcasting Inc., Longmont, Colo.
WCTQ	WRAV Hall Communications Inc., Venice, Fla.
WBUK	WWRM Wegerly Broadcasting Corp., Pinconning, Mich.
KTOZ-FM	KTOZ Ladco Communications Inc., Marshfield, Mo.
KMCR	KOMC GMB Broadcasting Inc., Montgomery City, Mo.
WGIC	WMGF Voyager Communications V Inc., Shelby, N.C.
KBTS-FM	KIXS-FM Duffy Broadcasting Corp. of Central Texas, Killeen, Tex.
KSJL-FM	KSAQ Inner City Broadcasting Corp., San Antonio, Tex.
WGH-FM	WRSR Susquehanna Broadcasting Co., Newport News, Va.
WHKQ	WFNY S.E. Wisconsin Radio Inc., Racine, Wis.
	Existing TV
KEZI	KEZI-TV Chambers Communications Corp., Eugene, Ore.

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as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

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Vol. 112 No. 1

Broadcasting ▫ Jan 5

Battle lines being drawn over people meters
Heading west for INTV
A look ahead to 1987 in the Fifth Estate

BATTLE RAGING □ BROADCASTING examines the ongoing controversy over institution of the people meter and its effect on the networks, ratings services and advertising agencies. **PAGE 59.**

DISH OFFERING □ HBO, RCA offering free Ku-band earth stations to cable operators in efforts to make Satcom transponders more attractive. **PAGE 62.**

INTV 87 □ Association of Independent Television Stations President Preston Padden has must carry at the top of his 1987 agenda. **PAGE 94.** The independent television station business hit a few bumps in 1986: soft advertising marketplace, rising programing costs and heavy debt, and a slow economy in some areas of the country. **PAGE 98.** Producers and syndicators head to INTV to begin, in earnest, program selling season. **PAGE 104.** INTV convention theme is "Tomorrow's Marketplace." **PAGE 110.** The agenda appears on **PAGE 112.** A list of exhibitors in the screening suites appears on **PAGE 116.**

A LOOK AHEAD TO

1987

IN THE FIFTH ESTATE

1987 FORECAST □ BROADCASTING takes a look at what's expected in the year ahead in the Fifth Estate in these areas: court cases **(PAGE 156)**, the three broadcast networks **(PAGE 160)**, the FCC **(PAGE 162)**, Congress **(PAGE 164)**, technology **(PAGE 170)**, cable **(PAGE 172)**, electronic journalism **(PAGE 176)**, radio **(PAGE 178)**, public broadcasting **(PAGE 180)**, television advertising **(PAGE 186)**.

DIAL FOR DOLLARS □ Los Angeles area radio station to launch new financial and information format in February. **PAGE 188.**

FORMAT SELECTION □ Appeals court backs FCC decision on format cases. **PAGE 212.**

HDTV SHOW □ NAB, MST present first over-the-air broadcasts of high definition TV technology in Washington tests. **PAGE 214.**

BRITISH SPECTRUM □ Study concludes that radio spectrum in Britain should be allocated using marketplace mechanisms. **PAGE 224.**

STAYING ON □ CBS News's Diane Sawyer agrees to continue with network. **PAGE 227.**

INDEPENDENT SPIRIT □ Independent broadcasters have found their voice in association president, Preston Padden. **PAGE 247.**

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Programing

Getting down to business at KWOW(AM)

Suburban Los Angeles station plans financial news format 24 hours a day

It will be business as usual for KWOW(AM) Pomona, Calif., when it launches a 24-hour financial news and information format in early February.

Dubbed "Money Radio," the proposed radio programing venture will be headed by Edward (Buz) Schwartz and Vera Gold, who purchased oldies-formatted KWOW, soon to be called KMNY, from Wickstrom Inc., for $2.4 million—$1.75 million for the station's assets and $650,000 for 4.7 acres of land—with funds from their newly established California limited partnership. The partnership is looking to raise a total of $5 million in capital from qualified investors with the remaining money to be used, in part, for station operations and the development of programing. (Both Schwartz and Gold also operate a nonprofit investment education organization called *Investors Club of the Air*, which, among other things, publishes a monthly magazine, *Personal Investing*, and sponsors seminars for its more than 13,000 members.) Schwartz will serve as the managing general partner of the Money Radio firm and Gold will be executive vice president of marketing and sales.

The 24-hour business format was based on suggestions from the investment community and from listeners of Schwartz's 90-minute call-in financial advice talk show, also titled *Investors Club of the Air*, which airs on KIEV(AM) Los Angeles each weekday.

According to the Money Radio prospectus, the new format will focus on money, business, the economy and investments. The partners said they may also syndicate KMNY's programs to other radio stations.

Studios and offices of KMNY will be relocated to the Pacific Stock Exchange in Los Angeles, and the station will operate a broadcast booth from the floor of the exchange. The transmitter site and technical staff will remain in Pomona.

Money Radio will open the 6 a.m. drive time period with live or taped telephone interviews with financial professionals in London concerning the closing prices of gold

'Cosby' knocked from first, but NBC still wins

NBC won its 14th consecutive prime time ratings week, the longest streak since ABC's nonseasonal, 14-week stretch from Jan. 8 to April 15, 1979. And NBC did it without any of the top three shows (*Cosby*, seen on Christmas night, was fourth).

The week ended Dec. 28 found NBC scoring a 15.2/27 to CBS's 14.1/25 and ABC's 11.9/21. The battle for evening news went to NBC with a 10.5/22 over CBS's 10.1/21 and ABC's 9.6/20. The HUT level (homes using television) stood at 56.1% for week 14, compared to week 13's 62.4% and last year's 57.7%.

NBC's high-flying *Cosby Show* dropped down to fourth place with a repeat scoring a 22.4/45—the first time this season the program has been upset by regular programing.

Forty-four of the 67 programs and movies aired during week 14 were repeats. NBC broadcast 17, while ABC had 16 and CBS 11. NBC won Monday, Thursday, Friday and Saturday, while ABC took Tuesday and CBS took Wednesday and Sunday.

NBC took Monday with an average of 19.1/29.9. NBC's movie, *Christmas Eve*, and ABC's *Monday Night Football* (New England vs. Miami), both airing from 9 to 11 p.m., racked up a 21.3/33 and a 19.7/32, respectively.

Tuesday went to ABC with a 17.5/29.1, over NBC's 13.3/22.4 and CBS's 12.5/21.3. All programing, except for NBC's *Hill Street Blues* and *1986*, were repeats.

Wednesday went to CBS with a 11.3/26.3. ABC came in second with a 10.3/24.0 and NBC had an 8.8/20.1. The only nonrepeat program for the night was NBC's *You Again?*, which scored a 9.0/21.

ABC ran a two-hour *Love Boat* from 8 to 10 p.m. and its regular *20/20* to give the network a 9.1/17.3 for Thursday. But NBC's regular lineup, all repeats, won the night, scoring an 18.9/36.1.

Friday went to NBC's lineup of *Fast Copy*, *Miami Vice* and *Crime Story*, bringing in a 13.9/26.0 average. CBS broadcast the *Kennedy Center Honors* from 9 to 11 p.m. and took an 11.4/21.2 for the evening.

NBC's lineup pulled in a 16.7/30.9 to take Saturday night. ABC had a special *Closeup*, from 10 to 11 p.m., which scored a 6.7/13. CBS's lineup of *Downtown* and a repeat movie, *Wild Horses*, averaged a 10.3/19.3 overall.

Sunday went to CBS, which broadcast the only nonrepeats for the night, and all three of them ranked in the top 10 for the week: the two-hour premiere of *Outlaws*, *60 Minutes* and the NFL post game show. CBS averaged a 23.9/37.9 for the night.

Rank	Show	Network	Rating/Share
1.	60 Minutes	CBS	24.7/40
2.	Murder, She Wrote	CBS	24.5/37
3.	Outlaws	CBS	22.9/37
4.	Cosby Show	NBC	22.4/45
5.	NFL Wild Card, post-game	CBS	22.3/39
6.	Family Ties	NBC	21.9/42
7.	Monday Night Movie	NBC	21.3/33
8.	Cheers	NBC	21.2/40
9.	Golden Girls	NBC	21.1/38
10.	Moonlighting	ABC	19.7/32
10.	NFL Monday Night Football	ABC	19.7/32
12.	Growing Pains	ABC	18.9/30
13.	Night Court	NBC	18.4/34
14.	Miami Vice	NBC	17.8/32
14.	Who's the Boss?	ABC	17.8/30
16.	Newhart	CBS	17.5/26
17.	Sunday Night Movie	NBC	16.7/28
18.	Hunter	NBC	16.5/31
19.	You Again? Special	NBC	16.4/30
20.	Matlock	NBC	16.4/27
21.	My Sister Sam	CBS	16.3/26
22.	Barbara Mandrell Special	CBS	15.6/24
23.	ALF	NBC	15.4/25
24.	Facts of Life	NBC	14.9/26
24.	Amen	NBC	14.9/27
26.	Crime Story	NBC	14.8/29
27.	Webster	ABC	14.7/27
28.	L.A. Law	NBC	14.6/28
28.	Kate & Allie	CBS	14.6/24
30.	Jack & Mike	ABC	14.3/25
31.	Cavanaughs	CBS	14.2/21
32.	Tuesday Movie	CBS	14.0/24
32.	Amazing Stories	NBC	14.0/22
34.	Mr. Belvedere	ABC	13.7/25
35.	Hill Street Blues	NBC	13.3/21
36.	Our House	NBC	12.9/21
37.	Scarecrow & Mrs. King	CBS	12.3/22
37.	Sunday Night Movie	ABC	12.3/20
39.	Magnum P.I.	CBS	12.2/23
40.	Equalizer	CBS	11.8/27
41.	MacGyver	ABC	11.6/19
42.	20/20	ABC	11.5/22
43.	Golden Showcase	CBS	11.3/21
44.	Kennedy Center Honors	CBS	11.1/21
45.	ABC Movie Special	ABC	10.7/25
46.	Saturday Movie	CBS	10.7/20
47.	Dads	ABC	10.6/19
47.	1986	NBC	10.6/19
49.	Starman	ABC	10.1/20
50.	Mike Hammer	CBS	9.9/23
50.	Sledge Hammer	ABC	9.9/18
52.	Downtown	CBS	9.6/18
53.	Head of the Class	ABC	9.5/22
53.	Wizard	CBS	9.5/16
55.	Perfect Strangers	ABC	9.4/22
55.	Sidekicks	ABC	9.4/10
57.	Gimme A Break	NBC	9.3/22
57.	Simon & Simon	CBS	9.3/18
59.	Fast Copy	NBC	9.2/17
60.	Highway to Heaven	NBC	9.1/21
60.	Spenser: For Hire	ABC	9.1/16
62.	You Again?	NBC	9.0/21
63.	Disney Sunday Movie	ABC	8.9/14
64.	Gung Ho	ABC	8.4/15
65.	St. Elsewhere	NBC	8.0/18
66.	Love Boat	ABC	7.9/15
67.	ABC News Closeup	ABC	6.7/13

*indicates premiere episode

change TL; change HAAT to 979 ft. Filed Dec. 24.

- KHAK-FM Cedar Rapids, Iowa—Seeks CP to change TL; change HAAT to 1,180.8 ft. and make changes in ant. sys. Filed Dec. 24.
- WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Seeks CP to change HAAT to 984 ft. and make changes in ant. sys. Filed Dec. 29.
- WMDC-FM (100.9 mhz) Hazelhurst, Miss.—Seeks CP to change HAAT to 285 ft. and make changes in ant. sys. Filed Dec. 29.
- KBOM (107.1 mhz) Los Alamos, N.M.—Seeks mod. of CP to change ERP to 3 kw.
- WPCX (106.9 mhz) Auburnoanoke Rapids, N.C.—Seeks MP to change ERP vis. to 1,470 kw and change HAAT to 1,206 ft. Filed Dec. 24.

Actions

AM

- WBZY (1200 khz) New Castle, Pa.—Granted app. to change hours of service to unlimited by adding nightime service with 2.5 kw; increase day power to 10 kw; install DA-N, change freq. to 1400 khz and make changes in ant. sys. Action Dec. 12.

FM's

- KTCS-FM (99.9 mhz) Fort Smith, Ark.—Granted app. to change TL. Action Dec. 18.
- KUBB (96.3 mhz) Mariposa, Calif.—Granted app. to change HAAT to 2,112 ft. make changes in ant. sys. Action Dec. 17.
- KRBQ (102.7 mhz) Red Bluff, Calif.—Returned app. to change TL; change ERP to 3.24 kw and change HAAT to 1,745.7 ft. Action Dec. 22.
- WFBQ (94.7 mhz) Indianapolis—Returned app. to change TL; change ERP to 47 kw and change HAAT to 891.5 ft. Action Dec. 22.
- WSPY (107.1 mhz) Plano, Ill.—Granted app. to make changes in ant. sys. Action Dec. 18.
- WKYW (104.9 mhz) Frankfort, Ky.—Granted app. to make changes in ant. sys. Action Dec. 18.
- WMBN-FM (96.3 mhz) Petoskey, Mich.—Granted app. to change TL; change HAAT to 980.7 ft. and make changes in ant. sys. Action Dec. 18.
- KCLU-FM (94.3 mhz) Rolla, Mo.—Granted app. to change HAAT to 114 ft. Action Dec. 18.
- *KCLC (89.1 mhz) St. Charles, Mo.—Granted app. to change ERP to 25.5 kw and change HAAT to 219.8 ft. Action Dec. 22.
- WTGY (94.3 mhz) Cortland, N.Y.—Dismissed app. to change ERP to 3 kw and change HAAT to 328 ft. Action Dec. 16.
- *WCWT-FM (91.9 mhz) Centerville, Ohio—Granted app. to change TL; change freq. to 101.5 mhz and change HAAT to 193.5 ft. and make changes in ant. sys. Action Dec. 18.
- WZWW (95.3 mhz) Bellefonte, Pa.—Granted app. to change SL. Action Dec. 16.
- WSAJ-FM (89.9 mhz) Grove City, Pa.—Granted app. to change freq. to 89.5 mhz; change ERP to 156 w and change HAAT to 125 ft. Action Dec. 18.
- WMSR-FM Manchester, Tenn.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 1,138 ft.
- WJLC-FM (97.5 mhz) South Boston, Va.—Returned app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft. Action Dec. 22.

TV's

- WQQB (ch. 40) Bowling Green, Ky.—Granted app. to change SL. Action Dec. 17.
- KREB-TV Las Vegas—Granted app. to change ERP vis. to 2,880 kw, ERP aur. to 288 kw; change HAAT to 2,001 ft. and make changes in ant. sys. Action Dec. 22.
- WNJU (ch. 47) Linden, N.J.—Granted app. to make changes in ant. sys. Action Dec. 19.
- KVRR (ch. 15) Fargo, N.D.—Granted app. to change ERP vis. to 27.99 kw, aur. 2.8 kw. Action Dec. 16.
- WPTO (ch. 14) Oxford, Ohio—Granted app. to make changes in ant. sys. Action Dec. 17.
- WUJA (ch. 58) Caguas, P.R.—Granted app. to change SL. Action Dec. 17.
- WEKU (ch. 32) Aguadilla, P.R.—Granted app. to change SL. Action Dec. 17.
- KTTW (ch. 17) Sioux Falls, S.D.—Granted app. to change ERP vis. to 20.56 kw, aur. 2.05 kw; change TL and change HAAT to 208.6 ft. Action Dec. 16.

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Summary of broadcasting as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

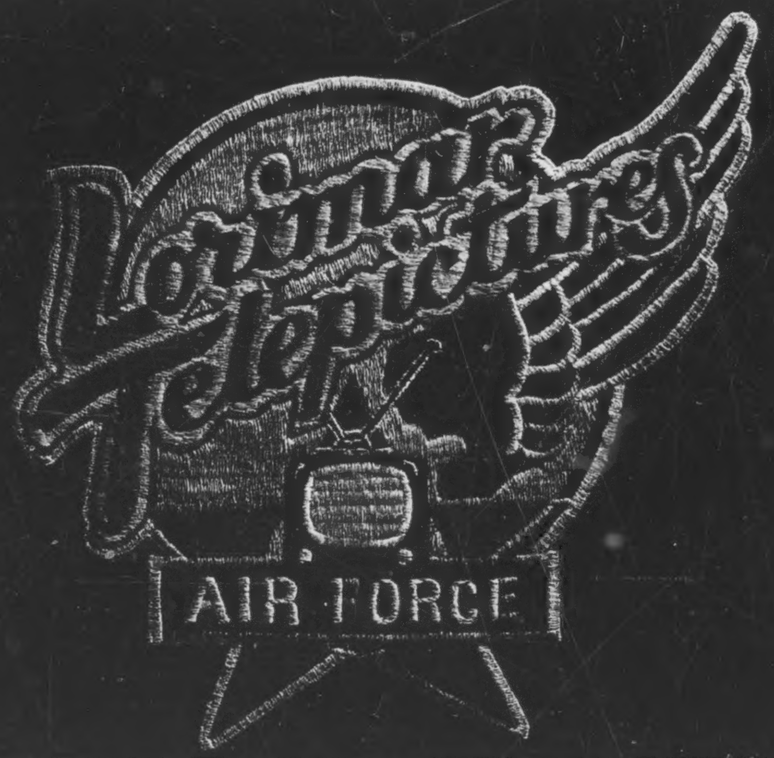
* Includes off-air licenses

C1750-1
1/14/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 12



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56th Year 1987

INTV wraps up in L.A.

Vol. 112 No. 2

Broadcasting Jan 12

Coverage from INTV □ A look ahead to NATPE
WTTV(TV) Indianapolis files for bankruptcy
High-definition television on display in Washington

INTV CONFAB □ At independent television station gathering in Los Angeles, MPAA's Valenti sounds recurring theme of convention: more competition for cable industry. Gibbs discusses study on commercial availabilities. **PAGE 59.**

CHAPTER 11 □ WTTV Indianapolis files for chapter 11 bankruptcy. **PAGE 65.**

TRANSFER PROBE □ FCC is examining Ivan Boesky's transfer of control of television station to his wife. **PAGE 65.**

STAYING PUT □ *Wheel of Fortune* remains number-one rated syndicated program according to Nielsen's November 1986 Cassandra results. **PAGE 66.**

LOOKING GOOD □ Commerce Department study on "1987 Industrial Outlook" sees overall bright future for advertising segments of Fifth Estate. **PAGE 70.**

UPI APPOINTMENTS □ UPI President Milton Benjamin names four new managing editors for wire service. **PAGE 122.**

MARKING TIME □ Group W's Newsfeed Network celebrates sixth anniversary with inauguration of European service. **PAGE 123.**

PIGSKIN NUMBERS □ Ratings for football on all three networks were down from previous season. **PAGE 128.**

WINNER'S PARADE □ NBC Entertainment President Brandon Tartikoff says division was spared budget cuts; comes out against political action committee. **PAGE 128.**

LOOK AHEAD □ NBC News President Larry Grossman goes before press tour discussing *1986* cancellation, Reagan interview during Fiesta Bowl and *Today* plans. **PAGE 132.**

FOOTBALL RIGHTS BLUES □ ABC Sports President Dennis Swanson says network wants to keep rights to *Monday Night Football* but not at 1986 prices. **PAGE 134.**

HDTV ON DISPLAY □ Top Washington policymakers get a view of high-definition television display at FCC. **PAGE 134.**

BUDGET BONANZA □ FCC is allocated $107.2 million in President's new budget; United States Information Agency and Board for International Broadcasting get increases while public broadcasting funds are "reappropriated." **PAGE 147.**

HIGHER APPEAL □ Utah seeks Supreme Court review of cable programing decency decision. **PAGE 149.**

FOUND HIS NICHE □ The broadcast fortunes of Bob Somerville, president of Independent Television Sales, have grown with those of independent television. **PAGE 167.**

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'Wheel' on Cassandra roll

'Winfrey' and 'Donahue' run neck-and-neck in daytime in November Nielsens; 'Small Wonder' tops in first-run sitcoms

The Nielsen Cassandra rankings for November 1986 released last week reveal a familiar tale: *Wheel of Fortune* and *Jeopardy* continue as the two most popular syndicated programs. *Wheel* scored a 19.3/33 share in 199 markets, a slight ratings increase over November 1985, when it scored an 18.5/32. *Jeopardy* also showed an increase, scoring a 12.3/26 in 189 markets in November 1986, up from last year's 11.2/24. *PM Magazine* (9.7/18 in 45 markets), *New Newlywed Game* (8.9/17, 181 markets) and *M*A*S*H* (8.7/19, 159 markets) rounded out the top five.

Among first-run sitcoms, *Small Wonder* continues to lead the pack as it did on the November 1985 Cassandra, although its numbers have dropped. It scored a 6.2/13 in 111 markets, versus November 1985's 7.4/15 in 60 markets. *9 to 5* scored a 5/10 in 63 markets in November 1986 to place second among first-run sitcoms, followed by *Mama's Family* (4.6/10, 138 markets), *Throb* (4.6/9, 133 markets), *What's Happening Now* (4.2/10, 85 markets), *Ted Knight Show* (4.1/9, 98 markets), *It's A Living* (3.9/9, 138 markets), *What a Country* (3.8/8, 85 markets), *That's My Mama* (3.6/8, 12 markets), *One Big Family* (3.4/7, 135 markets), *Gidget* (2.6/7, 113 markets) and *Check It Out* (1.7/6, 86 markets).

Facts of Life and the one-hour drama, *Magnum P.I.*, produced the best results among the off-network series entering syndication last fall. *Facts* scored a 6.5/13 in 104 markets to rank 19th overall. *Magnum* came in 20th with a 6.4/16 in 116 markets. The other network hour-long shows did not fare as well. *Fall Guy* scored a 3.1/8 in 67 markets while *Falcon Crest*, in 110 markets, registered a 1.1/5.

Cassandra syndicated program scoreboard

	No. of markets	*Rating*	*Share*	*% coverage*
Wheel of Fortune	199	19.3	33	99.6
Jeopardy	189	12.3	26	98.4
PM Magazine	45	9.7	18	36.6
New Newlywed Game	181	8.9	17	96.5
M*A*S*H	159	8.7	19	90.6
People's Court	181	8.2	21	95.3
Three's Company	143	7.9	18	84.7
Oprah Winfrey Show	131	7.7	31	89.3
Southwest Conference Football	19	7.7	25	7.4
Phil Donahue Show	181	7.6	29	97.9
National Geographic	47	7.6	15	27.4
Entertainment Tonight	140	7.5	15	87.6
Best of National Geographic	59	7.5	14	44.7
Hollywood Squares	134	7.2	17	86.1
ACC Football	18	7.1	24	10.0
Hee Haw	165	7.1	18	77.8
Big Spin	9	6.9	12	10.7
Card Sharks	35	6.6	16	35.0
Facts of Life	104	6.5	13	76.4
Magnum P.I.	116	6.4	16	77.5
Gimme a Break	103	6.2	13	81.0
Small Wonder	111	6.2	13	82.7
Benson	108	6.0	13	71.0
Diff'rent Strokes	127	6.0	14	83.2
Divorce Court	137	5.9	18	85.7
Jeffersons	96	5.6	13	63.7
God's Good News	5	5.4	17	2.2
Silver Spoons	29	5.4	11	29.4
Ellery Queen	6	5.3	14	9.1
$100,000 Pyramid	40	5.2	11	40.4
Too Close for Comfort	84	5.2	11	55.5
Fight Back	27	5.1	13	38.6
Dating Game	142	5.1	15	84.1
9 to 5	63	5.0	10	60.9
Hour Magazine	126	4.8	18	82.1
WKRP in Cincinnati	102	4.8	12	63.2
Barney Miller	92	4.7	14	56.4
Mama's Family	138	4.6	10	85.2
Superior Court	109	4.6	15	73.0
Throb	133	4.6	9	88.4

The *Oprah Winfrey Show* edged *Donahue* for the top daytime talk show, scoring a 7.7/31 in 131 markets versus *Donahue's* 7.6/29 in 181 markets. *Donahue's* rating, however, showed a marked increase from its November 1985 6.2/28 in 178 markets. In daytime, Monday through Friday, *Winfrey* had an 8 rating and 31 share, to *Donahue's* 7/32.

The ratings for children's animation programing continued to drop. *G.I. Joe* and *Thundercats* were first and second in November 1986, scoring a 3/9 in 131 markets and 3/10 in 132 markets, respectively. In November 1985, the two tied at 4/12 in 115 and 109 markets, respectively. *Jem*, which debuted last fall, ranked third, scoring a 2.8/12 in 117 markets. Among other top new animation shows debuting last fall, *Silverhawks*, in 103 markets, scored a 2.3/7, while *Ghostbusters* scored a 2.1/8 in 72 markets and *Rambo* a 1.6/7 in 66 markets.

Among women 25-54, the top shows were *Wheel* (12.0 rating), *Jeopardy* (7.6), *PM Magazine* (6.4), *New Newlywed Game* (6.2) and *Winfrey* (6.1). Among men 25-54, the top five shows were *Wheel* (8.5 rating), *M*A*S*H* (6.1), *The Best of National Geographic Specials* (5.2), *PM Magazine* (5.1) and *National Geographic* and *Southwest Conference Football* (5.0, tied).

Comedies ranked as the top five rated shows among teens, paced by *Facts of Life* (9.7 rating), *Diff'rent Strokes* (9.4), *Three's Company* (9.1), *Gimme a Break* (8.5) and *Silver Spoons* (7.9).

Many of those shows topped the list for children, 2-11, as *Diff'rent Strokes* scored a 10.2 rating, followed by *Small Wonder* (9.1), *World of Disney* (8.9), *Gimme a Break* (8.6) and *Facts of Life* (8.5).

Court room shows did well in November, taking the top three places in the general drama category. *People's Court* scored an 8.2/21 in 181 markets, followed by *Divorce Court* (5.9/18, 137 markets) and *Superior Court* (4.6/15, 109 markets). *The Judge* came in fifth with a 3.9/15 in 67 markets. Among movie review programs, *Siskel & Ebert & the Movies* scored a 2.6/10 in 138 markets while *At the Movies* scored a 2.0/7 in 88 markets.

Entertainment Tonight was down from last year's ratings, registering a 7.5/15 in 140 markets, down from November 1985, when it scored an 8.4/17 in 141 markets.

Hollywood Squares was the leading new game show, with a 7.2/17 in 134 markets. In other new game shows, *Card Sharks* scored a 6.6/16 in 35 markets, *The Dating Game* a 5.1/15 in 142 markets, *Crosswits* a 2.1/9 in 29 markets and *Strike it Rich* a 1.8/8 in 57 markets.

Nielsen reported that Fox's *Late Show Starring Joan Rivers* scored a 4 rating/9 share in its 93 markets during November 1986, to rank 12th among late night programs. *M*A*S*H* in 65 markets was first in the category, scoring an 8/23. *Nightlife with David Brenner*, in 96 markets, scored a 1.9/11. □

Early-bird news. On March 2, NBC News will launch *Before Hours*, an early morning 15-minute business program (Monday-Friday), which is a joint venture with the *The Wall Street Journal*. The show will contain a summary of the latest business reports and developments, global weather reports for travelling business people, and live interviews and commentaries with "business and financial leaders from anywhere in the world," said Gerry Solomon, executive producer of the new program, who will continue as executive producer of *NBC News at Sunrise*. There will also be live, daily reports from the *WSJ* offices about the New York stock exchange, Solomon said.

Before Hours will be distributed by NBC and stations will be able to carry the program between 5:45 a.m. and 6:45 a.m., Solomon said, adding that he did not yet know the program's station clearance. *Before Hours*, which Solomon said will be produced as a live show (with some taped inserts), will have reports gathered by *WSJ* reporters, NBC News and the program's own reporters. It will be anchored by *Sunrise* reporter Bob Jamieson, with Joe Witte, *Sunrise* weather reporter, doing the *Before Hours* weather reports.

sions about a possible spin-off series from *Hill Street* involving the Norman Buntz character, and a spin-off for Scott Valentine, who appears on *Family Ties*, he added. Additionally, Tartikoff said, Susan Harris may create a second series for the network in addition to *The Golden Girls*.

Tartikoff endorsed the performance of *St. Elsewhere*, saying he is "quite happy" with its 24 share to date and would be inclined to renew it if it remains at the same viewing levels. The award-winning series has suffered, he said, because it has not had a competitive lead-in. Tartikoff said he hoped to remedy the situation with the introduction of *The Tortellis*, a *Cheers* spinoff.

NBC will remain committed to giving series such as *Easy Street* and *Valerie* a chance to develop an audience. "We have the whole rest of the season to either fix that situation on Sunday night or get those two shows placed somewhere else," he said. If Steven Spielberg's *Amazing Stories* does not improve now that *Monday Night Football* is over, he said, the network will give it a tryout somewhere else on the schedule in March or April. And Tartikoff said he is hopeful *Our House* will find a bigger audience when football ends. *Crime Story*, he said, "now shows lots of life on Friday night."

Tartikoff's juggling act with the prime time schedule became a bit tougher when Grossman canceled the news magazine series *1986*. "I was caught by surprise because in all the discussions that I was privy to regarding *1986*, the discussion of taking it off the air never came up," he said. His immediate concern is to fill the holes in the schedule. But with *Remington Steele* on hand throughout February, *Hill Street Blues* likely moving to 10 p.m. Tuesday, and the second wave of midseason replacements available for 9 p.m. Tuesday, Tartikoff said the situation appeared to be under control.

While NBC has been reluctant to clone popular series in the past, Tartikoff said the Lisa Bonet spin-off from *The Cosby Show* will be on the schedule next fall, possibly on Thursday nights. Members of the Cosby cast will make guest appearances since that series' summer production schedule will not conflict with the new show.

On the daytime schedule, NBC is also considering scheduling *Today* in a portion of the five-hour Saturday morning daypart (see story, page 128), which the network has dominated since the advent of *The Smurfs* five years ago. But Tartikoff said there is another significant factor at work on Saturday mornings—network audience erosion, a problem he blames on "the proliferation of a lot of syndicated... toy-driven programing." As an example, he cited November 1980, when the network was in third place and had about a 20 share on Saturday mornings. "This past November, we had almost an identical share on that given week and we were in first place," said Tartikoff, who added that the network was "very seriously" considering getting out of the cartoon business.

With four of the top five Saturday morning shows, he said NBC is not ready to abandon children's programing yet. "All we're doing now is a very healthy re-examination—not taking anything for granted," he said.

The move to put *Today* on both Saturday and Sunday mornings could result in in-

CBS wins the week, stopping NBC's streak

CBS won week 15 of the 1986-87 season and brought NBC's winning streak to a halt at 14 weeks. For week ended Jan. 4, according to the Nielsen numbers, CBS pulled a 16.8/26.7, edging NBC (16.3/26) while ABC scored a 13.0/20.7. CBS also won the evening news race with a 13.7/23, over NBC's 12.2/21 and ABC's 10.9/19.

For the week, NBC won Thursday, Friday and Saturday. CBS took Monday and Sunday, leaving ABC with Tuesday and Wednesday.

ABC took Tuesday with a rack of repeats, averaging an 18.6/30.3 over NBC's 12.5/20.3 and CBS's 11.2/18.3. The final broadcast of the news magazine, *1986*, scored a 12.1/21, 1.6 rating points and 3 share points above its season-to-date average of 10.5/18.

It was a night of football on NBC Thursday. The conclusion of the Rose Bowl game (8-8:23 p.m.) averaged a 23.3/35, while the Orange Bowl, which ran for the balance of the night, averaged a 16.0/25. CBS averaged a 17.5/26.6. ABC ran original episodes of *Our World*, *The Colbys* and *20/20* and averaged an 11.7/17.9.

Friday's broadcast of the Fiesta Bowl took up the entire evening for NBC, ranking third for the week, and gave the network the evening win. CBS's lineup brought in an 18.0/27.0 average, while ABC's lineup pulled in an 11.8/17.8.

Sunday went to CBS, which aired part one of *At Mother's Request* from 9 to 11 p.m. and earned a 23.3/35 for the two hours. NBC's repeat of "Rambo: First Blood" scored a 16.4/25. ABC ran the comedy "All of Me," starring Lily Tomlin and Steve Martin, and averaged a 14.4/21.

Rank	Show	Network	Rating/Share
1.	Murder, She Wrote	CBS	27.9/40
2.	Golden Girls	NBC	27.0/41
3.	Fiesta Bowl	NBC	25.1/38
4.	Sunday Movie	CBS	23.3/35
5.	60 Minutes	CBS	23.1/34
6.	Growing Pains	ABC	21.9/34
7.	Dallas	CBS	21.8/32
8.	Who's the Boss?	ABC	21.7/34
9.	Moonlighting	ABC	21.6/34
10.	Amen	NBC	20.5/33
11.	Knots Landing	CBS	18.9/30
12.	My Sister Sam	CBS	18.5/29
13.	227	NBC	18.4/29
14.	Newhart	CBS	18.3/28
15.	Outlaws	CBS	18.2/29
16.	Kate & Allie -	CBS	18.0/28
17.	Hunter	NBC	17.8/31
18.	Falcon Crest	CBS	17.4/27
19.	NFL playoff post-game	NBC	17.1/27
20.	Simon & Simon	CBS	17.0/25
21.	Designing Women	CBS	16.8/25
22.	Charlie Brown Special	CBS	16.6/25
23.	Sunday Night Movie	NBC	16.4/25
24.	Facts of Life	NBC	16.3/26
25.	Orange Bowl Game	NBC	16.0/25
26.	Disney Sunday Movie	ABC	15.3/22
27.	ALF	NBC	15.2/24
28.	Cavanaughs	CBS	14.9/24
28.	Saturday Movie	CBS	14.8/24
30.	Scarecrow & Mrs. King	CBS	14.7/22
31.	Sunday Night Movie	ABC	14.4/21
32.	Mr. Belvedere	ABC	14.2/21
33.	20/20	ABC	13.8/22
34.	Dynasty	ABC	13.7/26
35.	Orange Bowl Parade	NBC	13.4/24
35.	Monday Night Movies	NBC	13.4/22
37.	Webster	ABC	13.3/20
38.	Monday Night Movie	ABC	13.2/21
39.	Perfect Strangers	ABC	12.9/23
40.	Head of the Class	ABC	12.8/23
41.	Cagney & Lacey	CBS	12.7/21
41.	A Team Special	NBC	12.7/20
41.	Amazing Stories	NBC	12.7/20
44.	Hill Street Blues	NBC	12.6/20
45.	Jack & Mike	ABC	12.5/22
46.	Equalizer	CBS	12.4/26
46.	Magnum P.I.	CBS	12.4/23
48.	Our House	NBC	12.1/18
48.	1986	NBC	12.1/21
50.	Colbys	ABC	11.9/18
50.	Mike Hammer	CBS	11.9/21
50.	Valerie	NBC	11.9/17
53.	Dads	ABC	11.6/17
54.	Hotel	ABC	11.3/24
55.	Tuesday Movie	CBS	11.2/19
56.	Wizard	CBS	11.1/17
56.	Gimme A Break	NBC	11.1/20
58.	Starman	ABC	10.7/17
59.	Sidekicks	ABC	10.5/17
60.	Gungho	ABC	10.1/15
61.	Our World	ABC	9.5/14
62.	You Again?	NBC	9.4/18
63.	Whatta Year... 1986	ABC	9.1/14
63.	Spenser: For Hire	ABC	9.1/16
65.	Sledge Hammer	ABC	9.0/14
66.	Heart of the City	ABC	8.7/14
67.	St. Elsewhere	NBC	7.8/16

*indicates premiere episode

97.1 mhz; 50 kw; HAAT: 492 ft. Address: 7-B Peachtree Rd., Nashville, Tenn. 37210. Principal is owned by Cornelia L. Young and 18 others. It has no other broacast interests. Filed Dec. 17.

- Goodlettsville, Tenn.—James Taylor Broadcasting of Tenn. seeks 97.1 mhz; 50 kw; HAAT: 491.6 ft. Address: 35102 Center Ridge Rd., North Ridgeville, Ohio 44035. Principal is owned by James Taylor, Vetrel E. Smith and A. Wray Fitch. Taylor owns WJTB(AM) North Ridgeville, Ohio. Filed Dec. 17.

Facilities Changes

Applications

AM's

Tendered

- WQRX (870 khz) Valley Head, Ala.—Seeks CP to increase power to 10 kw and make changes in ant. sys. Filed Dec. 31.
- KDCE (970 khz) Espanola, N.M.—Seeks CP to change freq. to 950 khz and increase power to 4.2 kw. Filed Dec. 31.

FM's

Tendered

- *W /ID (90.3 mhz) Anasco, P.R.—Seeks CP to change TL; change ERP to 14.5 kw; change HAAT to 993.8 ft. Filed Jan. 5.

Accepted

- WKRG-FM (99.9 mhz) Mobile, Fla.—Seeks mod. of CP to correct overall height of structure. Filed Jan. 5.
- KZBQ-FM (93.7 mhz) Pocatello, Idaho—Seeks mod. of CP to change HAAT to 954.5 ft. Filed Jan. 5.
- WCYT (96.7 mhz) Rochester, N.H.—Seeks CP to change HAAT to 328 ft. Filed Jan. 5.
- WRQF (93.5 mhz) Bowling Green, Ohio—Seeks mod. of CP to change TL; change ERP to 2 kw and change HAAT to 400 ft. Filed Jan. 5.
- WRKZ (106.7 mhz) Hershey, Pa.—Seeks CP to change ERP to 11.2 kw and change HAAT to 928 ft. Filed Jan. 5.

Actions

AM's

- WINY (1350 khz) Putnam, Conn.—Granted app. to increase power to 5 kw. Action Dec. 22.

FM's

- KNTI (99.5 mhz) Lakeport, Calif.—Granted app. to change TL; change ERP to 2.4 kw and change HAAT to 1,920 ft. Action Dec. 22.
- WEBE (107.9 mhz) Westport, Conn.—Granted app. to make changes in ant. sys. Action Dec. 23.
- *WOUI (88.9 mhz) Chicago—Dismissed app. to change TL. Action Dec. 18.
- *WNIU (89.5 mhz) Dekalb, Ill.—Granted app. to make changes in ant. sys. Action Dec. 22.
- WKJM (95.3 mhz) Monticello, Ind.—Granted app. to change ERP to 1.15 kw. Action Dec. 23.
- KVSV-FM (105.5 mhz) Beloit, Kan.—Granted app. to change ERP to 3 kw. Action Dec. 23.
- WBAQ (97.9 mhz) Greenville, Miss.—Returned app. to change TL; change ERP to 24.5 kw and change HAAT to 492 ft. Action Dec. 23.
- WMOU (103.7 mhz) Berlin, N.H.—Returned app. to change TL; change ERP to 23 kw and change HAAT to 3,827.7 ft. Action Dec. 24.
- WTHP (98.3 mhz) Thomasville, N.C.—Granted app. to change TL. Action Dec. 23.
- *WKCL (91.5 mhz) Ladson, S.C.—Granted app. to change TL; change ERP 11.25 kw and change HAAT to 306 ft. Action Dec. 29.
- *WUOT (91.9 mhz) Knoxville, Tenn.—Granted app. to change ERP to 97.8 kw and change HAAT to to 1,579.6 ft. Action Dec. 30.
- KAEZ (95.3 mhz) Gilmer, Tex.—Granted app. to make changes in ant. sys. Action Dec. 30.
- KITY (92.9 mhz) San Antonio, Tex.—Granted app. to change TL; change HAAT to 1,015.8 ft.; and make changes in ant. sys. Action Dec. 23.

TV

- *WNEQ-TV Buffalo, N.Y.—Granted app. to change ERP to 957 kw vis. and change HAAT to 1,030 ft. Action Dec. 30.

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as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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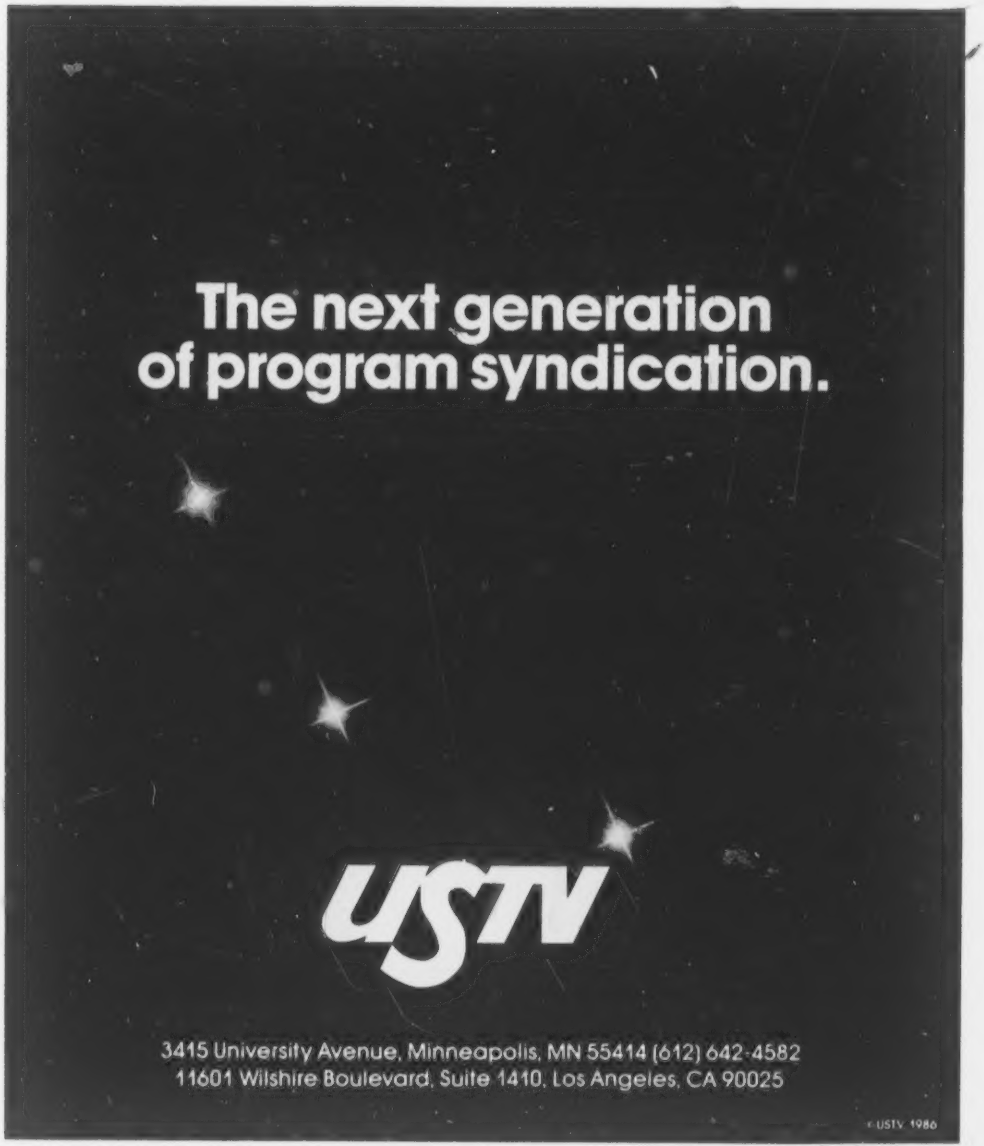
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56th Year 1987

NATPE 87

Vol. 112 No. 3

Broadcasting Jan 19

Fowler expected to resign FCC chairmanship
Paley, Tisch positions made permanent
Bearing down on NATPE

FOWLER MOVE ☐ FCC Chairman Mark Fowler is expected to send letter of resignation to President. **PAGE 75.**

DRAWING LINES ☐ House Energy and Commerce Committee Chairman John Dingell says FCC reliance on marketplace has gone too far; suggests return to public trusteeship. **PAGE 75.**

PERMANENT REPLACEMENT ☐ CBS board votes to make Paley chairman, Tisch president and chief executive officer. **PAGE 79.**

NATPE 87 ☐ Business is the business of 24th annual NATPE convention. **PAGE 102.** First-run programing is one of syndication's strong suits heading into NATPE. **PAGE 106.** A list of exhibitors begins on **PAGE 136.**

WIDE RANGING ☐ Comments run the gamut on what the FCC should do about its proposed must-carry rules. **PAGE 187.**

RKO SUIT ☐ Nearly $300-million stockholder suit is filed against RKO General and parent, GenCorp Inc. **PAGE 192.**

FOX PASS ☐ Fox Broadcasting announces intention to get in on the bidding for *Monday Night Football.* **PAGE 209.**

SOLD OUT ☐ CBS sells out Super Bowl in various package arrangements; network expected to bring in $43 million during six-hour telecast. **PAGE 212.**

BARTER ARRANGEMENT ☐ Talks among Coca-Cola Telecommunications, Paramount and LBS point to barter operations of three companies coming together under one roof. **PAGE 216.**

CABLE VIEW ☐ NCTA President James Mooney sheds light on what deregulated rate environment will mean. **PAGE 218.**

SWIFT REMARKS ☐ Representative Al Swift (D-Wash.) tells INTV audience that he is working on legislation to relieve broadcasters of comparative renewal process. **PAGE 224.**

NEW VOICE ☐ Marlin Fitzwater named to succeed Larry Speakes as White House press spokesman. **PAGE 240.**

EXPERIENCE PREFERRED ☐ NATPE President David Simon has seen the business of broadcasting from a variety of viewpoints in his rise to VP, programing, for Fox Television Stations. **PAGE 287.**

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made-for-television movies in 1988, but the executives said they have no intention of buying theatrical releases. Fox will eventually have a news program, but Kellner said it will not be a 7 p.m. half-hour to compete with network news. Diller said FBC would stay with the Rivers show even if the ratings do not immediately improve.

Fox Broadcasting Co. also announced several more program projects last week. George C. Scott will star in a sitcom entitled *Mr. President*; from Carson Productions. Executive producers for the show include Gene Reynolds (*M*A*S*H*), Ed Weinberger (*Taxi*) and Johnny Carson. Also confirmed last week was a comedy show starring the British singer/comedienne Tracy Ullman, *The Tracy Ullman Show*, with Jim Brooks (*Taxi*) as executive producer, and a half-hour drama called *Beans Baxter*, about a teen-age spy. □

CBS wins its second in a row

Week 16 of the prime time television season ended Jan. 11 with CBS scoring an 18.3 rating/28 share for its second win in a row. NBC ended the week with a 17.6/26.7 and ABC with a 14.0/21.3. Last year the numbers for week 16 were: CBS 18/28, NBC 17.9/27 and ABC 14/21.

CBS presented four movies: The theatrical "Footloose" aired as a special presentation on Monday night at 9-11 p.m. and drew a 19.7/31; part two of *At Mother's Request* ran during the same two hours on Tuesday and got a 22.7/35; *The Return of Sherlock Holmes* scored a 14.4/24 on Saturday, and part one of "Gone With the Wind" closed out the week on Sunday with an 18.1/28.

NBC aired two special news reports. An *NBC White Paper*, "To Be a Teacher," about the problems faced by America's public school teachers, ran Monday night, 10-11 p.m. It pulled a 9.2/15 against part two of CBS's movie and NBC's *Jack and Mike*, the latter getting 13.5/23. The *NBC News Special Report*, an update on the Iran-Contra arms issue titled "The Arms, the Men, the Money," was broadcast Tuesday night, also at 10-11 p.m. The report came in at the bottom of the chart (see below), with a 6.4/11. The network also aired a special two-hour *Remington Steele* on Monday, at 8-10 p.m. *Steele* came up with a 19.7/28, compared to the 20.2/29 for CBS's *Kate and Allie* (at 8-8:30) and *Newhart*'s 19.5/28 (8:30-9). NBC's Sunday night movie was *Mercy or Murder*.

ABC's Monday night movie, *On Fire*, starred John Forsythe as an arson investigator who is forced into retirement. It pulled in a 12.8/20 and ranked 55th. On Sunday evening, ABC broadcast *Uncommon Valor*. Ranked 35th, the movie scored a 15.7/23.

In evening news for week 16, the *NBC Nightly News* won with a 13.2/22 over CBS's 12.9/22 and ABC's 11.3/19.

The HUT level (homes using television) stood at 65.4% for week 16. Last year's HUT level was 65.3%.

At present, the three networks' season-to-date standings are: NBC 17.9/28.5, CBS 16.0/25.6 and ABC 14.1/22.6. At this point in the season last year, the averages were: NBC 17.6/27.5, CBS 16.9/26.4, and ABC 15.2/23.8.

During week 16, CBS took Monday, Friday and Sunday while ABC took Tuesday and Wednesday. This left NBC with two nights, Thursday and Saturday.

Monday's win by CBS came with a 19.8/30.1 over NBC's 16.2/24.1 and ABC's 12.8/19.3.

The Tuesday tally went to ABC with its 19.6/29.8, half a rating point over CBS's 19.1/28.7 and comfortably ahead of NBC's 13.2/20.2.

Wednesday night went to ABC's lineup, boosted by the 18.4/27 brought in by *Dynasty* at 9-10 p.m. and the strong pull by *Head of the Class*, (19.2/28) which airs at 8:30-9 p.m. *Highway to Heaven* airs at 8-9 p.m. on NBC and pulled in an 18.5/27. The overall average for ABC during that same hour, using the numbers for its two half-hour programs, however, worked out to an 18.6/27.5 CBS's *Equalizer* took 10-11 p.m. with its 17.3/29, over ABC's *Hotel* (15.3/25) and NBC's *St. Elsewhere* (12.9/21). The final evening averages provided a win for ABC with a 17.4/26.6, compared to CBS's 15.2/23.5 and NBC's 14.8/22.6.

Thursday went to NBC's 26.6/39.9 over CBS's 14.9/22 and ABC's 10.7/16.2. NBC lost the last hour, 10-11 p.m., to CBS's *Knots Landing* (19.4/31). *L.A. Law* on NBC pulled in a 17.0/27, which is 0.7 of a rating point over the show's season-to-date average. But the numbers brought in by *Knots Landing* were 2.9 rating points above that program's season to date of 16.5/26. *20/20* on ABC scored a 13.1/21 for the same 10-11 p.m. slot.

CBS took all three hours on Friday and averaged a 19.5/31 over NBC's 13.9/21.7 and ABC's 11.8/18.5.

NBC's regular lineup won Saturday with a 19.1/31.2. CBS's new *Outlaws*, which runs at 8-9 p.m., dropped down to a 15.6/25 from the previous week's 18.2/29. For the night, the averages for CBS and ABC were 14.8/24.3 and 10.2/16.5, respectively.

CBS took Sunday with a 23.4/34.1, boosted by the final minutes of the NFC title championship and the accompanying post-game show. The final five minutes of the Washington Redskins-New York Giants, game, from 7:10 to 7:15 p.m., closed out with a 33.5/52, while the post-game show, all three minutes of it, at 7:15-7:18 p.m. pulled a 26.2/41. *60 Minutes* got a 27.2/39, and a repeat of *Murder, She Wrote* had a 23.9/33. NBC's Sunday movie, *Mercy or Murder*, had the best numbers for that movie time slot—23.8/35—since the Nov. 9, 1986, airing of the Perry Mason movie, *The Case of the Shooting Star*, which had a 23.6/37.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.6/54
2.	Family Ties	NBC	36.4/52
3.	Cheers	NBC	28.2/41
4.	60 Minutes	CBS	27.2/39
5.	NFC Champ. post-game	CBS	26.6/41
5	Golden Girls	NBC	26.6/41
7.	Night Court	NBC	24.4/36
8	Growing Pains	ABC	24.0/34
9.	Murder, She Wrote	CBS	23.9/33
10.	Who's the Boss?	ABC	23.8/35
10.	Sunday Night Movie	NBC	23.8/35
12.	Dallas	CBS	23.1/36
13.	Tuesday Movie	CBS	22.7/35
14.	Moonlighting	ABC	21.4/31
15.	Amen	NBC	20.3/32
16.	Kate & Allie	CBS	20.2/29
16.	Falcon Crest	CBS	20.2/33
16.	227	NBC	20.2/32
19.	Special Movie	CBS	19.7/31
19.	Monday Night Movie	NBC	19.7/28
21.	Matlock	NBC	19.6/28
22.	Newhart	CBS	19.5/28
23.	Knots Landing	CBS	19.4/31
24.	Head of the Class	ABC	19.2/28
25.	Highway to Heaven	NBC	18.5/27
26.	Dynasty	ABC	18.4/27
27.	Sunday Movie	CBS	18.1/28
28.	Perfect Strangers	ABC	17.9/27
29.	Equalizer	CBS	17.3/29
30.	L.A. Law	NBC	17.0/27
31.	Facts of Life	NBC	16.7/27
32.	Mr. Belvedere	ABC	16.4/25
33.	Magnum P.I.	CBS	16.3/24
34.	Webster	ABC	16.0/25
35.	Sunday Night Movie	ABC	15.7/23
36.	Outlaws	CBS	15.6/25
37.	Simon & Simon	CBS	15.5/22
37.	Hunter	NBC	15.5/27
39.	Hotel	ABC	15.3/25
40.	Easy Street	NBC	15.2/21
41.	Scarecrow & Mrs. King	CBS	15.1/24
41.	Miami Vice	NBC	15.1/23
43.	Disney Sunday Movie	ABC	14.9/21
44.	Saturday Movie	CBS	14.4/24
45.	Hill Street Blues	NBC	13.7/20
46.	Crime Story	NBC	13.6/22
47.	Jack & Mike	ABC	13.5/23
48.	Our House	NBC	13.3/19
49.	Gimme A Break	NBC	13.2/20
50.	20/20	ABC	13.1/21
51.	Valerie	NBC	13.0/18
52.	MacGyver	ABC	12.9/18
52.	Stingray	NBC	12.9/20
52.	St. Elsewhere	NBC	12.9/21
55.	Monday Night Movie	ABC	12.8/20
56.	You Again?	NBC	12.6/19
57.	Colbys	ABC	12.1/18
58.	Mike Hammer	CBS	11.9/18
59.	Wizard	CBS	11.8/17
60.	Spenser: For Hire	ABC	11.4/20
61.	Starman	ABC	11.0/18
62.	Sidekicks	ABC	10.8/18
63.	Sledge Hammer	ABC	10.3/16
64.	Shell Game	CBS	9.7/14
65.	White Paper	NBC	9.2/15
66.	Gung Ho	ABC	8.6/13
66.	Heart of the City	ABC	8.6/13
68.	Dads	ABC	8.0/12
69.	Our World	ABC	6.8/10
70.	News Special Report	NBC	6.4/11

*indicates premiere episode

Sold out Super Bowl for CBS

CBS looks to take in at least $43 million in advertising for football championship programing; network will air game in stereo

CBS has sold all 52 available advertising units for the Super Bowl (New York Giants vs. Denver Broncos in Pasadena, Calif., Jan. 25) for $600,000 per 30 seconds, network and agencies confirmed last week. But with the high rate, the network was forced to offer just about all the spots in packages that include positions in other sports programs and other dayparts such as prime time and late night at bargain rates. As a result, agency executives said, advertisers were getting between 10% and 50% better value with the package deals than they would with buying stand-alone spots in the big game. By comparison, last year NBC sold just about all of its spots on a stand-alone basis ($525,000 per 30), although in prior years the Super Bowl has been packaged with other programs.

But as for the bookkeeping, the records will show CBS generated between $43 million and $47 million in gross sales for its two-hour pre-game, kick-off, Super Bowl and post-game programing, which starts at 4 p.m. and is scheduled to end at about 10 p.m. Most of those dollars come from the 26 minutes worth of advertising time sold in the game itself for $31.2 million. This time around, six stand-alone 15-second spots were purchased, as well as two split-30's. CBS also sold 36 units in its pre-game show at prices that increased with placement closer to game time, ranging from $150,000 to $260,000. It also sold seven 30-second units in the 15 minutes before kickoff at $400,000 and 12 units in the post-game show at $325,000 per spot.

But as one agency executive put it last week, by selling the Super Bowl units in bigger packages, advertisers could "kind of amortize that $600,000 Super Bowl price tag over a couple of properties." Several sources in the agency community said that the packages in effect offered discounts of between 10% and 50% for spots in those "properties." The discounts vary be program and daypart, and tended to be greater in those deals closing later, sources said.

Several advertisers are taking advantage of the huge Super Bowl audience to unveil new products including Chrysler and IBM. Chrysler's Dodge division is launching a new midsized pickup truck (the Dakota) and is also unveiling a new creative campaign for its Daytona car. BBDO's Steve Grubbs said Dodge had created a "Super Bowl Day scenario" campaign which includes about 12 spots throughout the day on CBS. That day the network has a 10½-hour schedule of sports, starting at 11:30 a.m., with a college basketball game, followed by an NBA game and then the Super Bowl programing.

IBM reportedly is launching a campaign for a new personal computer during the Super Bowl, although the company and its agency, Lord Geller, declined to talk about the strategy last week. Anheuser-Busch has a lock on beer advertising during the game, where the company has taken more than four units to advertise its Budweiser and Bud Light brands. Miller reportedly has a unit in the pre-game show, while A-B has another two or three spots in both the pre- and post-game shows.

Other advertisers purchasing Super Bowl spots include duPont's Stainmaster Carpets division (BBDO), GTE (DDB-Needham Worldwide), Goodyear and Pepsi Cola's Slice soft drink (J. Walter Thompson), Diet Coke (SSC&B) and R.C. Cola (DFS-Dorland). A movie company has bought stand-alone 15's, and North American-Philips light bulb division has taken a 15-second spot.

While CBS was able to sell out, the going was said to have been a lot rougher this year than last year, when NBC sold out by Nov. 1. Jerome Dominus, CBS-TV vice president, network sales, acknowledged that the network was "behind that pace" this year. He said NBC was greatly aided last year by Sears, which took six Super Bowl units in its effort to launch the Discover credit card, while Federal Express took three units to launch a new advertising campaign. He declined to name any Super Bowl advertisers other than to say that among the categories signed are fast food, beer, insurance, communications and domestic and foreign automobiles.

As for coverage of the game itself, Ted Shaker, executive producer of CBS Sports, said the network intended to cover the game pretty much as it has covered games all seasons. He said that there will be 14 cameras instead of the normal eight to better isolate players on the field and for reverse angle shots and a blimp shot. But aside from that, the coverage won't be different. "We will try to low key the coverage," said Shaker. "We are not the event and we will not get in the way of the viewer and game."

One new wrinkle this year, however, is the broadcast of the Super Bowl in stereo. And for viewers who want even more realism, the network will also offer Dolby Surround sound, an enhanced four-channel audio system using a special home decoder (about 200,000 are in use).

According to Doug Hennessy, director of technical services for the network's operations and engineering division, Dolby Surround adds little complexity to the production but adds another "dimension" to the program's audio for those with decoders, as well as improved quality to straight two-channel stereo, with which Surround is compatible.

There will be a few new editorial twists in the pre-game coverage, as well. One is the "Beat the Greek" telephone line that has been established so viewers can call in to say whether they agree with Jimmy the Greek's prediction on the outcome of the game. One pre-game feature will focus on how viewers across the country plan the whole day around the television set, said Shaker. Another will look at how the game has become a world-wide phenonemon, as evidenced by the approximately 60 countries that have licensed the game from Trans World International.

The pre-game will feature a live remote from Rome, where the game is being broadcast live (in the middle of the night) for the first time. Another story will focus on the home states of the two participating teams, Colorado and New Jersey, with CBS newsman Charles Osgood recapping the skirmishes between New York and New Jersey fans over the Giants, who several years ago moved to a stadium just east of the Hudson River after decades of playing at Yankee stadium in the Bronx.

In addition to the usual profiles of star players, Shaker said, one key player on each team has been tapped to keep a video diary of his life for the two weeks leading up the game. He declined to name the players. In addition to live coverage from the hotels the teams are staying at, one story will attempt to explain why the Super Bowl rarely seems to live up to all the hype surrounding it. John Madden will also present, for the third year, his off-beat "All-Madden Team." Madden, who has a fear of flying, took off by train last week for the West Coast so he'd have time to complete his story. Madden and Pat Summerall are the scheduled broadcast team for the game, with Madden doing commentary

Denver data. Continuing its compilation of revenue and profit calculations for TV markets, Broadcast Financial Management Association has released 1985 figures for Denver, 19th market. Unaudited figures were submitted to Arthur Young by five stations listed below.

Denver (19)

KUSA-TV ■ KWGN-TV ■ KMGH-TV ■ KDVR ■ KCNC-TV ■

Network compensation	$2,705,330
Gross local time sales	$74,727,249
Gross national/regional time sales	$87,545,671
Total gross time sales	$162,272,920
Less ad agency commissions	$20,157,275
Net time sales	$142,115,645
Total sales	$144,820,975
Other operating revenue	$2,732,863
Total operating revenue	$147,553,838
Total barter and tradeouts	$3,835,350

Crockett, Tex. 75835. Principal has no other broadcast interests. Filed Dec. 23.

- Duncan, Okla.—Calvin Ross seeks ch. 40; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 200 ft. Address: 955 Sylvan, Atlanta 30310. Principal has no other broadcast interests. Filed Dec. 23.

- Grove, Okla.—Stephen Sparks seeks ch. 45; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 190.2 ft. Address: 5150 Old Bullard Rd., Tyler, Tex. 75216. Principal has no other broadcast interests. Filed Dec. 23.

- Beaumont, Tex.—Frederick Grimm seeks ch. 21; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 606 ft. Address: R.D. 2, Box 276, Petersburg, N.Y. 12138. Principal has no other broadcast interests. Filed Dec. 22.

Facilities Changes

Tendered

FM's

- WSFU-FM (100.9 mhz) Union Springs, Ala.—Seeks CP to change TL; change ERP to 1.3 kw and change HAAT to 488 ft. Filed Jan. 12.

- WSHU (91.1 mhz) Fairfield, Conn.—Seeks mod. of CP to make changes in ant. sys. Filed Jan. 12.

- *WFCS (97.9 mhz) New Britain, Conn.—Seeks CP to change freq. to 105.3 mhz; change TL; change ERP to 18.96 w; change HAAT to 724.9 ft. and make changes in ant. sys. Filed Jan. 9.

- WKHX-FM (101.5 mhz) Marietta, Ga.—Seeks CP to change HAAT to 984 ft. Filed Jan. 12.

- WCTT-FM (107.3 mhz) Corbin, Kan.—Seeks mod. of CP to change HAAT to 492 ft. Filed Jan. 12.

- KRZZ-FM (95.9 mhz) Derby, Kan.—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Filed Jan. 12.

- WYNK-FM 101.5 mhz) Baton Rouge, La.—Seeks mod. of CP to change TL; change HAAT to 1,500 ft. and make changes in ant. sys. Filed Jan. 12.

- WYFL (92.5 mhz) Henderson, N.C.—Seeks mod. of CP to change HAAT to 1,040 ft. Filed Jan. 12.

- WMGF (96.1 mhz) Shelby, N.C.—Seeks mod. of CP change HAAT to 1,738.4 ft. and make changes in ant. sys. Filed Jan. 12.

- WHGM (103.9 mhz) Bellwood, Pa.—Seeks CP to change TL; change ERP to 300 w; change HAAT to 1,007.6 ft. and relocate studio outside of main city of license. Filed Jan. 12.

- WWKX (104.5 mhz) Gallatin, Tenn.—Seeks CP to change TL; change ERP to 48.9 kw and change HAAT to 1,312 ft. Filed Jan. 12.

- KTXN-FM (98.7 mhz) Victoria, Tenn.—Seeks CP to change ERP to 92.5 mhz and change HAAT to 1,328 ft. Filed Jan. 12.

- WZZR (92.7 mhz) Mechanicsville, Va.—Seeks CP to change ERP 1.35 kw and change HAAT to 479 ft. Filed Jan. 12.

Accepted

- WHHY-FM (101.9 mhz) Montgomery, Ala.—Seeks mod. of CP to change HAAT to 1,020 ft. Filed Jan. 12.

- KJJJ (95.3 mhz) Clifton, Ariz.—Seeks mod. of CP to change freq. to 102.1 mhz; change TL; change ERP to 66.5 kw and change HAAT to 2,349.1 ft. Filed Jan. 12.

- KXOA-FM (1o7.9 mhz) Sacramento, Calif.—Seeks mod. of CP to change TL and change HAAT to 492 ft. Filed Jan. 12.

- KRLT (93.9 mhz) South Lake Tahoe, Calif.—Seeks CP to change TL; change ERP to 5 kw; change HAAT to minus 340 ft. Filed Jan. 12.

- KJOT (105.1 mhz) Boise, Idaho—Seeks CP to change TL; change ERP to 3.01 kw; change HAAT to 269 ft. and make changes in ant. sys. Filed Jan. 12.

- KLPL-FM (92.7 mhz) Lake Providence, La.—Seeks CP to change TL. Filed Jan. 12.

- KSNR (99.3 mhz) Thief River Falls, Minn.—Seeks CP to change freq. to 100.3 mhz; change TL; change ERP to 100 kw and change HAAT to 563.8 ft. Filed Jan. 12.

- WJYY (105.5 mhz) Concord, N.H.—Seeks CP to change ERP 1.21 kw and change HAAT to 495 ft. Filed Jan. 12.

- WJR (100.1 mhz) Manahawkin, N.J.—Seeks CP to make changes in ant. sys. Filed Jan. 12.

- KEXL (106.7 mhz) Norfolk, Neb.—Seeks mod. of CP to change HAAT to 1,027.75 ft. Filed Jan. 12.

- WMMS (100.7 mhz) Cleveland—Seeks CP to change ERP to 33 kw. Filed Jan. 12.

Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

Services

AERONAUTICAL CONSULTANTS
TOWER LOCATION HEIGHT STUDIES
FAA NEGOTIATIONS
JOHN CHEVALIER, JR.
AVIATION SYSTEMS, INC.
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systems Ltd.
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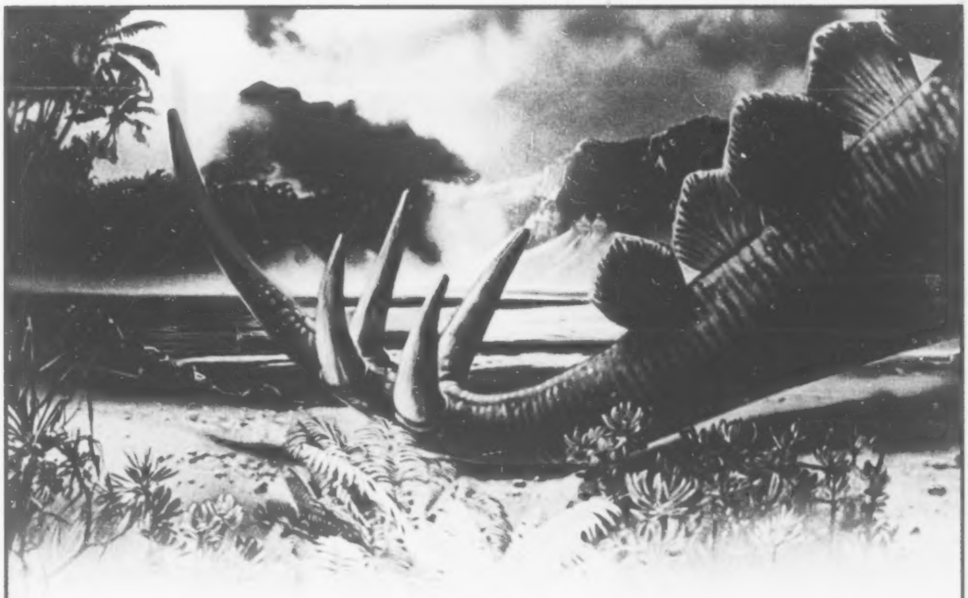

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56th Year 1987

NATPE 87

Vol. 112 No. 4

Broadcasting ■ Jan 26

NATPE packs them in
Patrick to be named FCC chairman
Kerkorian, 14 MSO's buy piece of TBS

NATPE KEYNOTE □ Coca-Cola's Vincent previews television's bright future and discusses possibilities in syndication-financial interest area. **PAGE 35.**

COMPENSATION CONUNDRUM □ NBC alters co-op plan, effectively increasing compensation to affiliates; ABC and affiliates compromise on proposed cut. **PAGE 36.**

SLOW START □ Program syndicators at NATPE find the early going rough for new product as stations seem to be sticking with proved ratings performers. **PAGE 38.**

CAT BIRD SEAT □ White House apparently will name FCC Commissioner Dennis Patrick to chair commission, filling slot of departing Chairman Mark Fowler. **PAGE 41.**

AIDS DEFENSE □ Two television stations, KRON-TV San Francisco and WRTV(TV) Indianapolis, to accept condom advertising. **PAGE 41.**

BUYING IN □ Kirk Kerkorian, 14 MSO's take 35% stake in Turner Broadcasting amounting to $550 million. **PAGE 42.**

YEAREND NUMBERS □ Although network radio sales were off in December, full-year 1986 figures were up 16% over 1985, to $380,024,808. **PAGE 48.**

GOING SHOPPING □ Home Shopping Network buys C.O.M.B., operator of Cable Value Network, in deal estimated at $650 million. HSN also contracts to buy Baltimore Federal, a savings and loan institution, for $40 million. **PAGE 49.**

BEHIND THE NUMBERS □ Details on MCA's writedown of syndicated programing costs are further defined. **PAGE 50.**

GOING ABROAD □ CBS and NBC News are putting the finishing touches on plans to provide news programing to European outlets. **PAGE 52.**

RATE STRUCTURE □ Associated Press announces new simplified formula for rates to be based on market rank and FCC class. **PAGE 53.**

INTV VERSION □ Association of Independent Television Stations asks FCC to expedite its reconsideration of must-carry rules. **PAGE 54.**

AMERIKA SQUAWK □ United Nations retains former presidential adviser Ted Sorenson to urge ABC to modify portions of its *Amerika* mini-series. **PAGE 55.**

REP RUNDOWN □ Katz, Blair, HRP and Petry present to clients their views of new batch of syndicated programing. **PAGE 56.**

BACK ON TOP □ NBC wins week 17 of the prime time season. **PAGE 58.**

BEHIND THE SCENES □ CNN President Burt Reinhardt speaks softly, but has helped carry that 24-hour news network into the big time in news delivery. **PAGE 79.**

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sis. The price, he said, will be "extremely reasonable."

HRP advised stations against checkerboarding sitcoms because different programs on different nights make it difficult to promote. Also, McCarthy said, having so many sitcoms does not pay economically.

Even strips such as *Honeymoon Hotel*, which stations aired for a week earlier this month on a pilot basis, are having trouble. Judging from the ratings the show generated, McCarthy said, "it probably will not go forward."

The best route for stations to take, McCarthy said, is to acquire "one or two" of the sitcoms that will appear on the NBC-owned stations access checkerboard schedule this fall. The sitcoms are *Out of This World* (MCA-TV), *We've Got It Made* (MGM/UA), *You Can't Take It With You* (LBS Communications), *Suddenly Sheriff* (Lorimar) and *Marblehead Manor* (Paramount).

HRP also concentrated on magazine and talk shows in its presentation to affiliates.

For stations in markets where *Donahue* and *The Oprah Winfrey Show* go head to head, McCarthy said the talk show that nearly always turns out on top has the better lead-in.

Entertainment Tonight, meanwhile, is suffering with its rating and shares down from a year ago. Demographics are also hurting. "While the program continues to perform adequately on strong affiliates in medium sized markets, its weakened condition in the major markets could signal the beginning of the end," the HRP report stated. Paramount will bring *ET* back for another year, "but beyond that nothing is certain," according to the report.

Blair Television

Blair Television, in its client review before NATPE, reviewed 1986's programing trends, discussed this year's offerings and examined future trends.

Lloyd Komesar, Blair's associate program director, cited three dominant programing trends in 1986: the proliferation of first-run sitcoms; *Donahue* and *Oprah* in early fringe and the extended court-show block. First-run sitcoms, Komesar noted, were the "rage" at last year's NATPE and are "still a hot topic on the eve of this year's convention." Nevertheless, he stressed that stations should be careful when scheduling first-run sitcoms. Checkerboards, he said, doesn't always work. "One show might develop into a winner, but is it worth the cost of losing audience the other four nights?" Komesar asked. "And as a programing form in and of itself, sitcom checkerboarding to this point has just not worked," he added. Komesar advised his audience not to use the method, unless "you've talked to us about the compo-

NBC wins prime time and news

NBC took the prime time week ended Jan. 18, the 17th of the season, by a healthy margin of 3.2 rating points, and also managed to win the evening news race, but only by the slimmest of leads, one-tenth of a rating point. The prime time race ended with NBC getting a 19.1 rating 29 share over CBS's 15.9/24 and ABC's 13.9/21. The evening news numbers had NBC pulling a 13.1/22 to CBS's 13.0/22 and ABC's 10.8/18. Last year the numbers for prime time during week 17 were: NBC 18.4/28, CBS 17.9/27 and ABC 13.8/21. For evening news last year, the tally was: CBS on top with a 13.8 rating, NBC next with a 13.1, and ABC with a 12.3.

The HUT (homes using television) level stood at 65.4%, dead even with last year's same 65.4%. In straight numbers, however, that percentage translates into 57.2 million homes for the week, one million homes above last year's 56.2 million.

The season-to-date standings as of week 17, are, this year, NBC 17.9/29, CBS 16.0/25 and ABC 14.1/22. Last year's week 17 standings were NBC 17.7/27, CBS 17.0/26 and ABC 15.1/24.

NBC finished with six of the week's top 10 shows. ***Cosby, Family Ties*** and ***Cheers*** finished in their familiar one, two and three positions. CBS took fourth and tied for sixth with ***Murder, She Wrote*** and ***60 Minutes***, respectively. ***Night Court*** on NBC placed fifth while the same network's ***Golden Girls*** tied with CBS for sixth. Eighth was NBC's ***Sunday Night Movie, Blood Vows: The Story of a Mafia Wife***, which pulled a 24.8/37. CBS's final offering on the ***CBS Sunday Movie, Warm Hearts, Cold Feet***, pulled a 15.1/22.

NBC took four nights this week, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, leaving CBS with Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.6/55
2.	Family Ties	NBC	36.6/52
3.	Cheers	NBC	30.3/43
4.	Murder, She Wrote	CBS	27.7/39
5.	Night Court	NBC	26.6/39
6.	Golden Girls	NBC	25.0/40
7.	60 Minutes	CBS	25.0/36
8.	NBC Sunday Night Movie	NBC	24.8/37
9.	Growing Pains	ABC	24.0/33
10.	Who's the Boss?	ABC	23.4/33
11.	Moonlighting	ABC	22.1/32
12.	Newhart	CBS	21.5/31
13.	Amen	NBC	20.5/33
14.	Miami Vice	NBC	20.3/32
15.	227	NBC	20.0/32
16.	Matlock	NBC	19.8/28
17.	Highway to Heaven	NBC	19.7/30
18.	My Sister Sam	CBS	19.0/27
19.	Knots Landing	CBS	18.9/31
20.	NBC Monday Night Movies	NBC	18.8/29
21.	Kate & Allie	CBS	18.6/27
22.	Dynasty	ABC	18.5/27
23.	ALF	NBC	18.1/26
24.	L.A. Law	NBC	17.8/29
25.	Facts of Life	NBC	17.3/29
26.	CBS Tuesday Movie	CBS	17.1/25
27.	Kavanaughs	CBS	16.9/25
28.	Head of the Class	ABC	16.7/25
29.	CBS Special Movie	CBS	16.4/27
30.	Stingray	NBC	16.4/26
31.	MacGyver	ABC	16.1/23
32.	Hunter	NBC	16.0/28
33.	Perfect Strangers	ABC	15.7/24
34.	Equalizer	CBS	15.4/26
35.	Hill Street Blues	NBC	15.4/22
36.	Charlie Brown Special	CBS	15.2/24
37.	Jack & Mike	ABC	15.1/24
38.	CBS Sunday Movie	CBS	15.1/22
39.	Valerie	NBC	14.9/21
40.	Crime Story	NBC	14.8/25
41.	Magnum P.I.	CBS	14.8/22
42.	Gimme a Break	NBC	14.6/22
43.	Amazing Stories	NBC	14.6/21
44.	Hotel	ABC	14.3/24
45.	Garfield Special	CBS	14.3/23
45.	Cagney & Lacey	CBS	14.3/23
47.	ABC News Special	ABC	14.0/23
48.	ABC Sunday Night Movie	ABC	13.8/20
49.	St. Elsewhere	NBC	13.7/23
50.	Webster	ABC	13.5/22
51.	Simon & Simon	CBS	13.4/19
52.	Mr. Belvedere	ABC	13.3/21
53.	Easy Street	NBC	13.3/19
54.	Spitting Image	NBC	13.2/20
55.	Our House	NBC	13.2/19
56.	Outlaws	CBS	12.9/21
56.	20/20	ABC	12.9/21
58.	Disney Sunday Movie	ABC	12.8/18
59.	Ohara	ABC	12.7/20
60.	ABC Monday Night Movie	ABC	12.4/19
61.	Starman	ABC	12.1/21
62.	Sidekicks	ABC	12.0/20
63.	Colbys	ABC	12.0/17
64.	CBS Saturday Movie	CBS	11.5/19
65.	Spenser: For Hire	ABC	11.3/20
66.	Sledge Hammer	ABC	11.0/18
67.	Gungho	ABC	9.5/15
68.	Shell Game	CBS	8.9/13
69.	My Dissident Mom	CBS	8.5/13
70.	Dads	ABC	8.3/13
71.	Our World	ABC	6.9/10

*Indicates premiere episode

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change TL. Action Dec. 30.

- WGVM (1260 khz) Greenville, Miss.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KREL (1280 khz) Henderson, Nev.—Dismissed app. to change SL. Action Jan. 9.
- WHCU (870 khz) Ithaca, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KWSK (1330 khz) Wishek, N.D.—Granted app. to add night service with 5 kw; increase day power to 5 kw and make changes in ant. sys. Action Jan. 7.
- KOHU (1360 khz) Hermiston, Ore.—Granted app. to increase day power to 4.3 kw. Action Jan. 6.
- WBFD (1310 khz) Bedford, Pa.—Granted app. to make changes in ant. sys. Action Jan. 8.
- KDXX (920 khz) El Paso—Granted app. change TL and to make changes in ant. sys. Action Dec. 29.
- KANN (1090 khz) Ogden, Utah—Dismissed app. to move SL. Action Jan. 7.

FM's

- KFXX (92.1 mhz) Green Valley, Ariz.—Granted app. to change TL; change ERP to 1.83 kw and change HAAT to 406.7 ft. Action Jan. 8.
- KTYD (99.9 mhz) Santa Barbara, Calif.—Granted app. to change HAAT to 1,279.2 ft. and make changes in ant. sys. Action Jan. 13.
- KBCO-FM (97.3 mhz) Boulder, Colo.—Dismissed app. to use formerly authorized main facilities as auxiliary with 25 kw. Action Dec. 31.
- *WYFB (90.5 mhz) Gainesville, Fla.—Granted app. to change TL and make changes in ant. sys. Action Jan. 12.
- WLRW (94.5 mhz) Champaign, Ill.—Granted app. to change ERP to 50 kw. Action Jan. 12.
- WKNZ (101.7 mhz) Collins, Miss.—Dismissed app. to change SL. Action Jan. 5.
- KLVV (105.7 mhz) Pahrump, Nev.—Granted app. to change TL; change HAAT to 3,715.25 ft. and make changes in ant. sys. Action Jan. 6.
- *WCMX (88.9 mhz) West Long Branch, N.J.—Dismissed app. to change freq. to 89.3 mhz; change ERP to 1.5 kw and change HAAT to 339.5 ft. Action Jan. 9.
- KPSA-FM (92.7 mhz) La Luz, N.M.—Granted app. to change HAAT to minus 215 ft. Action Jan. 6.
- WSCP-FM (107.1 mhz) Pulaski, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 6.
- WCKN-FM (101.1 mhz) Anderson, N.C.—Granted app. to make changes in ant. sys. Action Jan. 12.
- WHKY-FM (102.9 mhz) Hickory, N.C.—Granted app. to change TL; change ERP to 31 kw and change HAAT to 1,535 ft. Action Jan. 6.
- WCMN-FM (107.3 mhz) Arecibo, P.R.—Granted app. to change TL; change ERP to 50 kw and change HAAT to 1,026.6 ft. Action Jan. 13.
- WAZU (103.9 mhz) Springfield, Ohio—Granted app. to change TL and change HAAT to 492 ft. Action Jan. 8.
- New FM (103.1 mhz) Pittsburg, Tex.—Granted app. to change TL and change HAAT to 328 ft. Action Jan. 12.

Call Letters

Applications

Call	*Sought by*
New FM's	
WARF-FM	Radio South Inc., Cordova, Ala
WWKY	Northland Communications, Atlanta, Mich
WDON	Ray-Mar Broadcasting Co., Geneva, Ohio
Existing AM's	
KLAV	KEZD Wagenvoard Advertising Group Inc.[1] Las Vegas
KNOW	KLNX KLN Inc., Lufkin, Tex

Grants

Call	*Sought by*
New AM's	
WVNJ	Rama Communications, Oakland, N.J
WKAO	Hanahan Associates, Hanahan, S.C
New FM's	
KRFR	American Media Education Network, Redding, Calif
KZZT	FM 105 Inc., Moberly, Mo
KJUL	Debra D. Carrigan, Las Vegas
KJAS	Jasper County Broadcasting Co., Jasper, Tex
WFFC	Ferrum College, Ferrum, Va
KGHP	Peninsula School Radio, Gig Harbor, Wash
WCLQ	Christian Life Communications Inc., Wausau, Wis
Exisiting AM's	
KOBG	KCBR Valley Broadcasting Co., Wasilla, Alaska
WHLV	WGTB Horizon Broadcast Communications Inc., Hattiesburg, Miss
WKYL	WLAU W.B. Halloway, Laurel, Miss
WDIG	WLIT Frederick Staffilino, Steubenville, Ohio
KAKC	KBBJ Clear Channel Communications Inc., Tulsa, Okla
KVIX	KMJK 107 Ltd., Lake Oswego, Ore
Existing FM's	
KXDX	KFNC Bobby Caldwell, Stuttgart, Ark
KQNG	KIPO-FM John Hutton Corp., Lihue, Hawaii
WPZZ	WGAQ Franklin Broadcasting Co., Franklin, Ind
WLIT-FM	WZXI Beasley Broadcasting of Charlotte, Inc., Gastonia, N.C
WMMY-FM	WYRL City Broadcasting Co., Reading, Pa
WTCX	WLCY Dayton Broadcasting Co., Dayton, Tenn
KSAQ	KSJL-FM Inner City Broadcasting of San Antonio Inc., San Antonio, Tex
WSTE	WSTT Palm Beach Group Broadcasting Co., Charlotte Amalie, V.I
WYFT	WQAA Bible Broadcasting Network Inc., Luray, Va
Existing TV's	
WEHS	WPWR-TV Silver King Broadcasting of Illinois Inc., Aurora, Ill
WPWR-TV	WCAE Channel 50 TV Corp., Gary, Ind

Summary of broadcasting as of October 31, 1986

Service	**On Air**	**CP's**	**Total ***
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

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HBI Acquisition Corp.

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The undersigned initiated this transaction and assisted in the negotiations.

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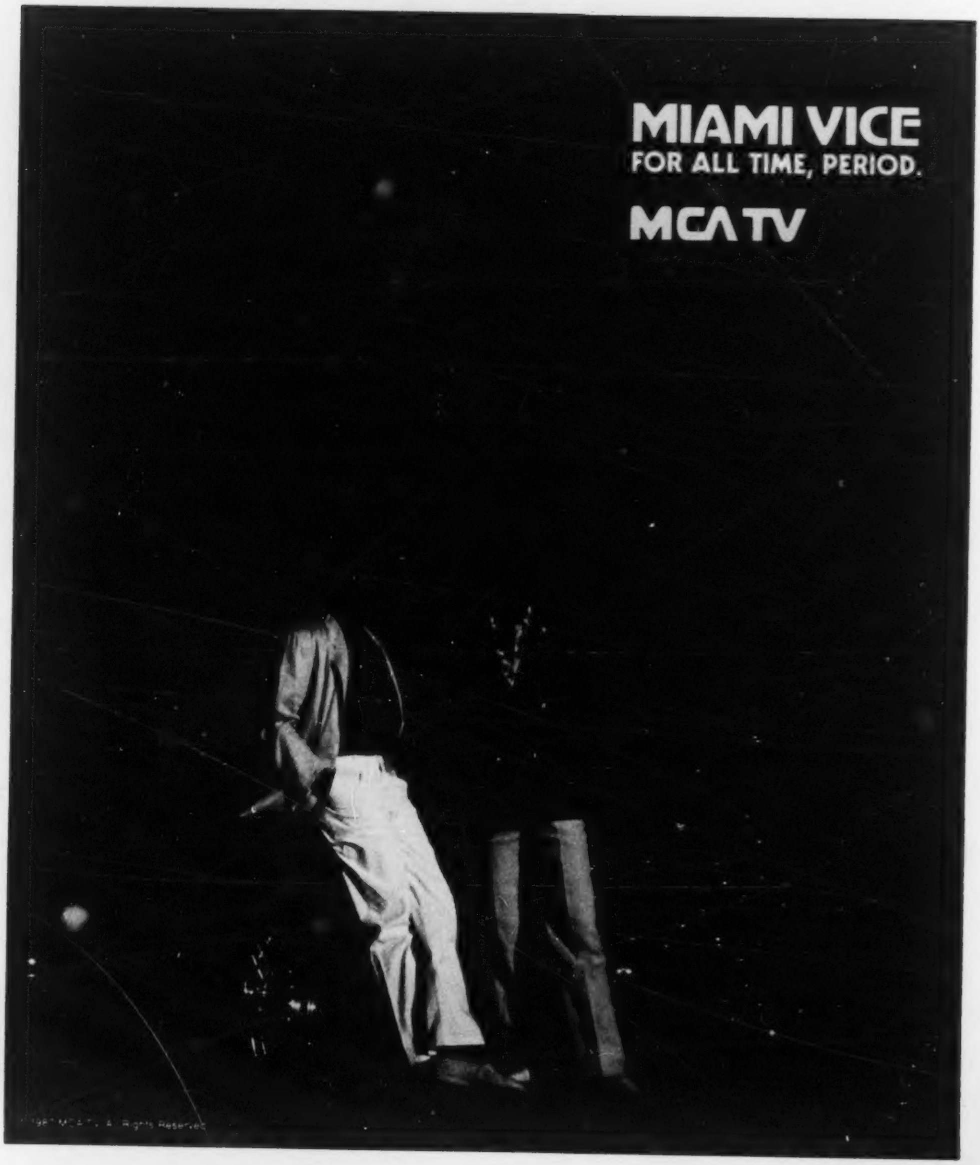
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Vol. 112 No. 5

Broadcasting ☐ Feb 2

Group W pulls out of KHJ-TV Los Angeles purchase
Advancing on the NAB board meeting
"At Large" with programing reps □ The news from NATPE

PULLING OUT □ Westinghouse bows out of its $310-million purchase of RKO's KHJ-TV, throwing uncertainty into RKO settlement case at FCC. **PAGE 39.**

SUNNY SIDE □ Radio, must carry among hot topics at NAB board meeting this week in Laguna Niguel, Calif. **PAGE 40.**

TOP POSITION □ Ed Markey (D-Mass.) will be next chairman of House Telecommunications Subcommittee. **PAGE 40.**

ABC SUIT □ ABC files copyright infringement suit against SBN, company that is scrambling signal of its New York O&O, WABC-TV. **PAGE 42.**

TAFT LEAVES TAFT □ Dudley Taft to leave Taft Broadcasting and take WGHP-TV Greensboro, N.C., with him. **PAGE 43.**

REVERSE GEAR □ Chrysler withdraws sponsorship in ABC's *Amerika* mini-series. **PAGE 44.**

NATPE "AT LARGE" □ BROADCASTING sat down with Petry's Dick Kurlander, HRP's Dean McCarthy and Katz's John von Soosten to get the rep view of syndicated progaming in 1987. **PAGE 50.** Action-adventure shows find a rebirth on NATPE's exhibit floor. **PAGE 63.** Syndicators review pro's and con's of first-run sitcom checkerboards. **PAGE 64.** Television producers discuss the link between the bottom line and creativity. **PAGE 66.** Panelists see changes on the horizon for broadcasters under Democratic Congress. **PAGE 68.** NATPE honors its best with Irises. **PAGE 70.** Two attorneys present hypothetical bankruptcy case. **PAGE 71.**

FREEDOM WRITERS □ World Press Freedom Committee meets in London to assess the state of censorship around the world. **PAGE 72.**

1990 PROJECTIONS □ Veronis Suhler & Associates forecasts double-digit growth rates for broadcasting and cable through end of decade. **PAGE 77.**

RIGHT HAND MEN □ National Religious Broadcasters begins 44th annual convention, in Washington. **PAGE 79.**

NO SNOW DAY □ Corporation for Public Broadcasting reelects officers and goes over 1988 budget proposal. **PAGE 80.**

SMPTE IN SAN FRANCISCO □ Society of Motion Picture and Television Engineers conference to center on technology trends into the next century. **PAGE 81.**

SHORT WAVE TALKS □ Geneva is site of World Administrative Radio Conference where representatives will meet to develop a plan for HF spectrum. **PAGE 82.**

ADDING UP □ More stations agree to air condom advertising. **PAGE 85.**

GEORGIA ON THEIR MINDS □ Boosting sales is the theme of the Radio Advertising Bureau's Managing Sales Conference, to get under way this weekend in Atlanta. **PAGE 85.**

KINGS' MAN □ Stuart Hersch's bottom-line basics have helped send King World to the top of the programing stocks charts. **PAGE 103.**

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to the highly successful *M*A*S*H* when it went into syndication; made-for-TV movies were touted any time they performed better than theatricals; women's programs were offered to counterprogram *Monday Night Football*, and action programs were offered to counterprogram nighttime soaps.

Best television fare honored with Irises

WBZ-TV Boston, WTVF(TV) Nashville and noncommercial KETS(TV) Little Rock, Ark., each won two Iris awards in NATPE's annual honors for the best in local television programing. WBZ-TV won in the entertainment and talk/service/information categories for *Tender Places* and *People Are Talking: What Makes a Survivor*, respectively. WTVF won for *Senior Stars* (sports) and *Aging: A Family Affair* (talk/service/information). *Summer's End* (children's) and *Fort Smith: Hell on the Border* (entertainment) were KETS(TV)'s winning entries.

NATPE's Award of the Year went to television producer Norman Lear, for his "enormous contributions to television entertainment."

President's awards were given to NBC and the British Broadcasting Corp. for their outstanding service to the broadcast industry and to Bob Bernstein, president of NATPE's public relations firm, March Five, for "his 18 years of dedication and loyalty to the association." NATPE is moving its headquarters from New York to Los Angeles and is conducting a search for a new public relations firm.

The complete list of Iris winners follows.

Iris of the year

Norman Lear

President's Award

NBC, British Broadcasting Corp., and **Bob Bernstein,** president March Five

Lear

Bernstein

International Iris

CJOH-TV Ottawa and **John Beveridge** □ *High School Confidential.*

Markets 1-20

KABC-TV Los Angeles □ *Free At Last* (public affairs)

WKYC-TV Cleveland □ *Cleveland Vice* (program segments)

WPLG(TV) Miami □ *In the Beginning* (sports)

WCAU-TV Philadelphia □ *Kidside* (children's)

WBZ-TV Boston □ *Tender Places* (entertainment)

KGO-TV San Francisco □ *Doctor Edell's Medical Journal* (magazine)

WBZ-TV Boston □ *People Are Talking: What Makes a Survivor* (talk/service/information)

KNBC-TV Los Angeles □ *The Spirit of Southern California* (short subjects)

WBBM-TV Chicago □ *Lourdes: An American Pilgrimage* (all other)

Markets 21-50

Maryland Public Television □ *Streets of War* (public affairs)

KGTV(TV) San Diego □ *Addictor Boats* (program segments)

WTVF(TV) Nashville □ *Senior Stars* (sports)

WOWK-TV Huntingdon, W. Va. □ *The Art of Computer Animation* (children's)

WLAE-TV New Orleans □ *St. Charles Streetcar: Our Oldest Line* (entertainment)

KSL-TV Salt Lake City □ *Canyonlands* (magazine)

WTVF(TV) Nashville □ *Aging: A Family Affair* (talk/service/information)

WHIO-TV Dayton, Ohio □ *Fly* (short subjects)

WFTV(TV) Orlando, Fla. □ *Life in Stress Lane* (all other)

Markets 51-214

WHA-TV Madison, Wis. □ *Fall From Grace* (public affairs)

WTVC(TV) Chattanooga □ *Side Roads: Favorite Haunts* (program segments)

KGUN-TV Tucson, Ariz. □ *Two for the Road* (sports)

KETS(TV) Little Rock □ *Summer's End* (children's)

KETS(TV) Little Rock □ *Fort Smith: Hell on the Border* (entertainment)

KGMB(TV) Honolulu □ *Hawaiian Moving Company* (magazine)

KGAN-TV Cedar Rapids, Iowa □ *Harvest of Discontent* (talk/service/information)

WBIR-TV Knoxville □ *The Heartland Series: A Gift for Jacob* (short subjects)

WNPB-TV Morgantown, W. Va. □ *Do You Hear the Rain?* (all other)

Super Bowl was super for CBS

CBS took the ratings week ended Jan. 25, week 18 of the prime time season, with an 18.5 rating/28 share over NBC's 17.9/27 and ABC's 14.6/22. The broadcast of Super Bowl XXI took first place on the chart with a 45.8/66, moving NBC's *Cosby Show* to second place. *Cosby*'s 41.3/56 was a record breaker for the series, topping the show's previous ratings record of 39.0. *Family Ties* came in third place with a 39.2/53, while the Super Bowl postgame show pushed into fourth place for the week with a 34.0/49 and moved *Cheers*, also on NBC, to fifth with a 30.7/42.

Last year the week went to NBC with a 21.2/32 over CBS's 16.0/24 and ABC's 14.4/22. In this year's season-to-date race, NBC has a 17.9/28, while CBS has a 16.2/26 and ABC a 14.1/22.

The evening news race went to NBC with a 13.4/22, a slim victory over CBS's 13.3/22, but comfortably ahead of ABC's 11.6/19. Last year's news numbers for week 18 were: CBS 13.6/23, NBC 12.2/21 and ABC 11.5/19.

Homes using television (the HUT level) was 66.5%, up from last week's 65.4% and up from last year's 65.7%.

CBS took three nights: Monday, Friday and Sunday. NBC won on Thursday and Saturday, leaving ABC with Tuesday and Wednesday.

Rank	Show	Network	Rating/Share
1.	Super Bowl XXI	CBS	45.8/66
2.	Cosby Show	NBC	41.3/56
3.	Family Ties	NBC	39.2/53
4.	Super Bowl, post-game	CBS	34.0/49
5.	Cheers	NBC	30.7/42
6.	Golden Girls	NBC	28.4/42
7.	*Tortellis	NBC	25.1/36
8.	Moonlighting	ABC	24.4/36
9.	Who's the Boss?	ABC	24.2/35
10.	Growing Pains	ABC	24.2/34
11.	Newhart	CBS	22.9/31
12.	Dallas	CBS	22.3/34
13.	Amen	NBC	20.9/33
14.	227	NBC	20.7/34
15.	Matlock	NBC	20.2/29
16.	Miami Vice	NBC	20.0/30
17.	*Hard Copy	CBS	19.8/33
18.	Kate & Allie	CBS	19.8/27
19.	My Sister Sam	CBS	19.7/27
20.	Dynasty	ABC	19.6/28
21.	Highway to Heaven	NBC	19.5/28
22.	L.A. Law	NBC	19.1/30
23.	Head of the Class	ABC	18.6/27
24.	ALF	NBC	18.4/25
25.	Facts of Life	NBC	17.9/30
26.	Magnum P.I.	CBS	17.9/28
27.	Cavanaughs	CBS	17.8/25
28.	Hunter	NBC	17.6/30
29.	Falcon Crest	CBS	17.4/28
30.	20/20	ABC	17.2/27
31.	Unsolved Mysteries	NBC	17.1/29
32.	Out on a Limb, pt. 2	ABC	16.8/25
33.	Perfect Strangers	ABC	16.8/25
34.	MacGyver	ABC	16.7/23
35.	Hotel	ABC	16.1/28
36.	Hill Street Blues	NBC	15.9/23
37.	Amazing Stories	NBC	15.6/21
38.	Equalizer	CBS	15.5/25
39.	Scarecrow & Mrs. King	CBS	15.4/24
40.	Jack & Mike	ABC	15.2/25
41.	NBC Sunday Night Movie	NBC	15.2/23
42.	Webster	ABC	15.0/23
43.	Mr. Belvedere	ABC	14.8/23
44.	Cagney & Lacey	CBS	14.6/23
45.	NBC Monday Night Movies	NBC	14.5/21
46.	Pointer Sisters Special	NBC	14.4/23
47.	Gimme a Break	NBC	14.4/21
48.	ABC Sunday Night Movie	ABC	14.2/21
49.	St. Elsewhere	NBC	14.1/23
50.	Colbys	ABC	13.4/19
51.	Simon & Simon	CBS	13.2/20
52.	Stingray	NBC	12.8/20
53.	Ohara	ABC	12.8/20
54.	Spenser: For Hire	ABC	12.4/21
55.	Sledge Hammer	ABC	12.3/20
56.	Valerie	NBC	12.3/17
57.	Mike Hammer	CBS	12.1/18
58.	Sidekicks	ABC	11.8/20
59.	Starman	ABC	11.8/19
60.	The Wizard	CBS	11.8/17
61.	Easy Street	NBC	11.2/16
62.	Supernight Super Bowl	CBS	11.1/19
63.	CBS Tuesday Movie	CBS	11.1/17
64.	Our House	NBC	9.7/14
65.	Shell Game	CBS	9.3/13
66.	Disney Sunday Movie	ABC	8.3/12
67.	Our World	ABC	7.7/10
68.	Gungho	ABC	7.4/11
69.	CBS Saturday Movie	CBS	6.8/11
70.	Dads	ABC	6.4/10

*indicates premiere episode

crease power to 5 kw. Action Jan. 20.

■ WINZ (940 khz) Miami—Dismissed app. to change power to 50 kw, non-DA. Action Jan. 14.

■ WKHX (590 khz) Atlanta—Granted app. to make changes in ant. sys. Action Jan. 15.

■ WACN (830 khz) Franklin, Kan.—Dismissed app. to change TL. Action Jan. 15.

■ WGL (1250 khz) Fort Wayne, Ind.—Returned app. to increase day power to 2.4 kw and night power to 2 kw and make changes in ant. sys. Action Jan. 14.

■ WMIN (1030 khz) Maplewood, Minn.—Returned app. to change night power to 1 kw and change to DA-2. Action Jan. 14.

■ KLOH (1050 khz) Pipestone, Minn.—Returned app. to increase power to 10 kw and make changes in ant. sys. Action Jan. 14.

■ WACK (1420 khz) Newark, N.Y.—Granted app. to make changes in ant. sys. Action Jan. 15.

■ WRFD (880 khz) Columbus, Ohio—Dismissed app. to change TL. Action Jan. 15.

■ WCUE (1150 khz) Cuyahoga Falls, Ohio—Returned app. to increase day power to 2.5 kw; change TL, and make changes in ant. sys. Action Jan. 14.

■ WRSS (1410 khz) San Sebastian, P.R.—Returned app. to increase day and night powers to 2.5 kw and change to non-DA. Action Jan. 14.

■ KVSN (1500 khz) Tumwater, Wash.—Granted app. to increase power to 1 kw. Action Jan. 12.

FM's

■ KXDZ (103.1 mhz) Anchorage—Returned app. to change TL; change ERP to 3 kw, and change HAAT to minus 156.13 ft. Action Jan. 14.

■ KQZE (95.7 mhz) St. Johns, Ariz.—Returned app. to change TL and change HAAT to 1,003 ft. Action Jan. 14.

■ WRMF (97.9 mhz) Palm Beach, Fla.—Granted app. to operate former main ant. as aux. Action Jan. 16.

■ *WJTG (91.3 mhz) Fort Valley, Ga.—Granted app. to change TL and change HAAT to 459.2 ft. Action Jan. 14.

■ *KOJC (89.7 mhz) Cedar Rapids, Iowa—Granted app. to change TL; change ERP to 210 w, and change HAAT to 88.56 ft. Action Jan. 13.

■ KXLP (93.1 mhz) New Ulm, Minn.—Granted app. to change TL and change HAAT to 655.02 ft. Action Jan. 15.

■ WWOJ (106.3 mhz) Avon Park, N.J.—Granted app. to move SL outside community of lic. Action Jan. 2.

■ WNCX (98.5 mhz) Cleveland—Returned app. to change TL; change ERP to 16 kw, and change HAAT to 959.73 ft. Action Jan. 14.

■ KZKQ (92.1 mhz) Mangum, Okla.—Returned app. to change TL. Action Jan. 14.

■ WJLT (102.3 mhz) Crozet, Va.—Dismissed app. to change TL; change ERP to 3 kw, and change HAAT to 239.44 ft. Action Jan. 13.

■ WBCS-FM (102.9 mhz) Milwaukee—Dismissed app. to change HAAT to 433 ft. and change to non-DA. Action Jan. 14.

TV's

■ KSCH-TV (ch. 58) Stockton, Calif.—Granted app. to change HAAT to 1,833.52 ft. and change TL. Action Jan. 20.

■ *WRES (ch. 18) Cocoa, Fla.—Granted app. to change ERP to vis. 28.3 kw, aur. 2.8 kw; change TL, and change HAAT to 400 ft. Action July 3, 1986.

■ WNPL-TV (ch. 46) Naples, Fla.—Granted app. to change HAAT to 1,198 ft. and move SL outside community of lic. Action Jan. 16.

■ WXFL (ch. 8) Tampa, Fla.—Granted app. to change HAAT to 1,930 ft. and install new ant. Action Jan. 15.

■ KBUZ (106.5 mhz) Arkansas City, Kan.—Granted app. to change TL and change HAAT to 1,968 ft. Action Jan. 21.

■ WLLA (ch. 64) Kalamazoo, Mich.—Granted app. to change TL. Action Jan. 16.

■ KCTZ (ch. 7) Bozeman, Mont.—Granted app. to change ERP to vis.: 44.1 kw; aur.: 4.41 kw; change HAAT to 816 ft., and change TL. Action Jan. 16.

■ KGBT (ch. 4) Harlingen, Tex.—Granted app. to change HAAT to 1,298.9 ft. Action Jan. 16.

■ KRVL (94.3 mhz) Kerrville, Tex.—Granted app. to change TL; change ERP to 1.5 w, and change HAAT to 424.76 ft. Action Jan. 20.

Summary of broadcasting
as of October 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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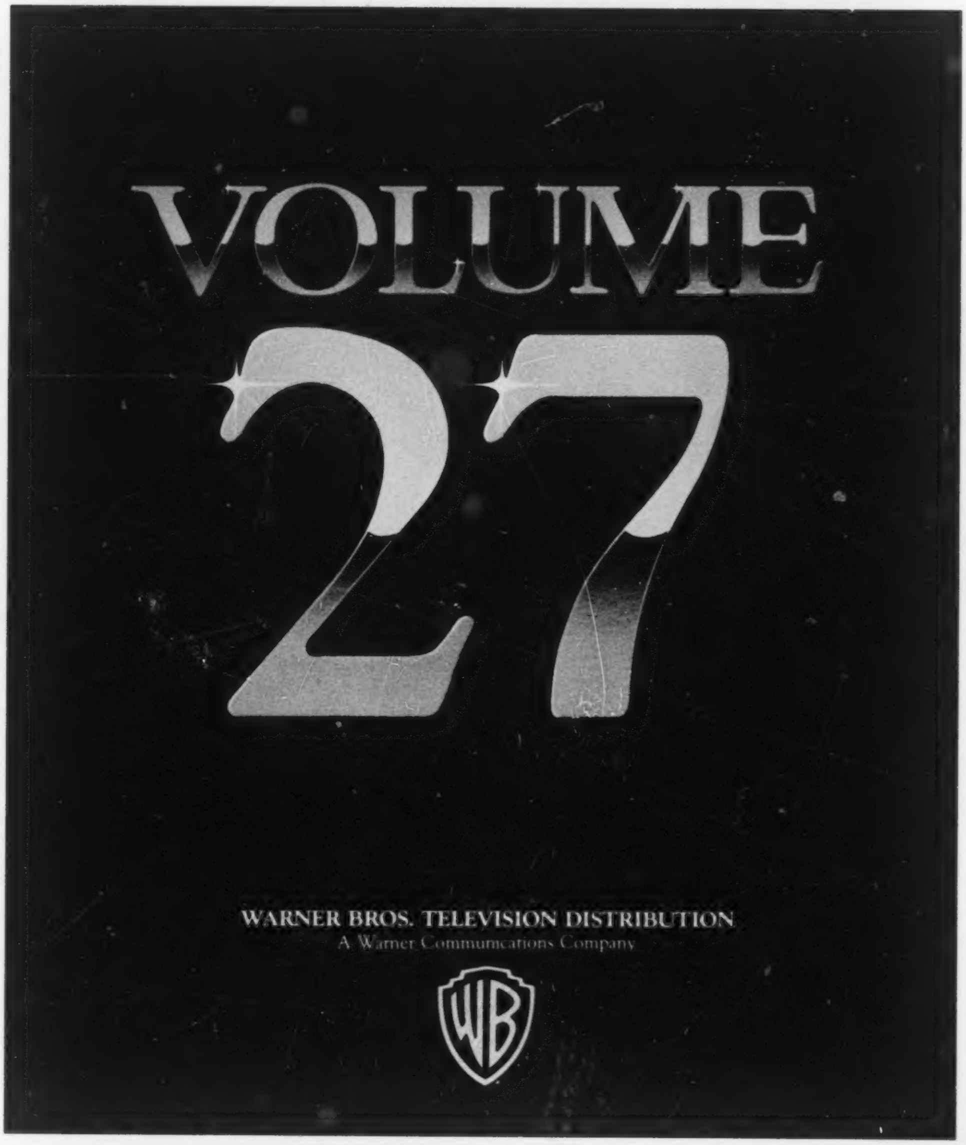
Broadcasting Feb 9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WARNER BROS. TELEVISION DISTRIBUTION
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Vol. 112 No. 6

Broadcasting Feb 9

Patrick gets FCC chairmanship
Relief from comparative renewal tops NAB board agenda
Heritage gets a buyout bid

NEW CHAIRMAN □ White House announces its intention to name FCC Commissioner Dennis Patrick to agency chairmanship. **PAGE 43.**

SUNNY CALIFORNIA □ NAB board moves to seek legislative relief from comparative renewal process. **PAGE 45.**

COMPANY BIDDING □ Heritage management, partnered with TCI, makes bid for Des Moines-based MSO. **PAGE 48.** National Amusements makes counter offer for Viacom. **PAGE 49.**

SPECIAL REPORT: STATION TRADING □ Lower interest rates and the new tax law push broadcast station trading to an all-time dollar high in 1986 to over $6.1 billion. In all, 145 television stations, 522 FM's and 617 AM's changed hands. **PAGE 53-91.**

ONE DOWN □ Parties come to agreement in one (WHBQ[AM] Memphis) of the 13 RKO station cases before the FCC. **PAGE 92.**

EARLY LINE □ Markey raps FCC over fairness doctrine, minority relations, must carry. **PAGE 92.**

GOIN' SOUTH □ RAB Managing Sales Conference gets under way in Atlanta. **PAGE 94.**

SLOW GOING □ First-quarter national spot radio sales appears nearly stagnant. **PAGE 94.**

RATINGS BATTLE □ Birch Radio continues to make inroads in radio audience measurement field against Arbitron, which has not been standing still in the face of competition. **PAGE 96.**

UPI MAKEOVER □ Milton Benjamin, president of UPI, begins task of restoring wire service to profitability. **PAGE 100.**

PILOT TAKEOFF □ CBS orders 16 pilots for fall 1987, while ABC and NBC put finishing touches on their orders. **PAGE 103.**

SHOPPING LIMITS □ The number of home shopping services continues to increase, but there is evidence a shakeout may be beginning. **PAGE 106.**

LOOSER RULES □ Networks are relaxing rules on mentions of condoms in prime time programing. **PAGE 110.**

INTERACTIVE BET □ Syndicators of animated programing hope interactive shows will boost ratings. **PAGE 110.**

WAITING IN WINGS □ Financial problems of some independent television stations is affording investors and buyers to make good deals. **PAGE 116.**

THE MESSAGE IS THE MESSAGE □ National Religious Broadcasters convention in Washington hears speakers implore the faithful to get the word out. **PAGE 119.**

VOICE'S VOICE □ VOA's Willis Conover's signature is known around the world as he plays the music he feels best conveys the vitality and variety of America. **PAGE 143.**

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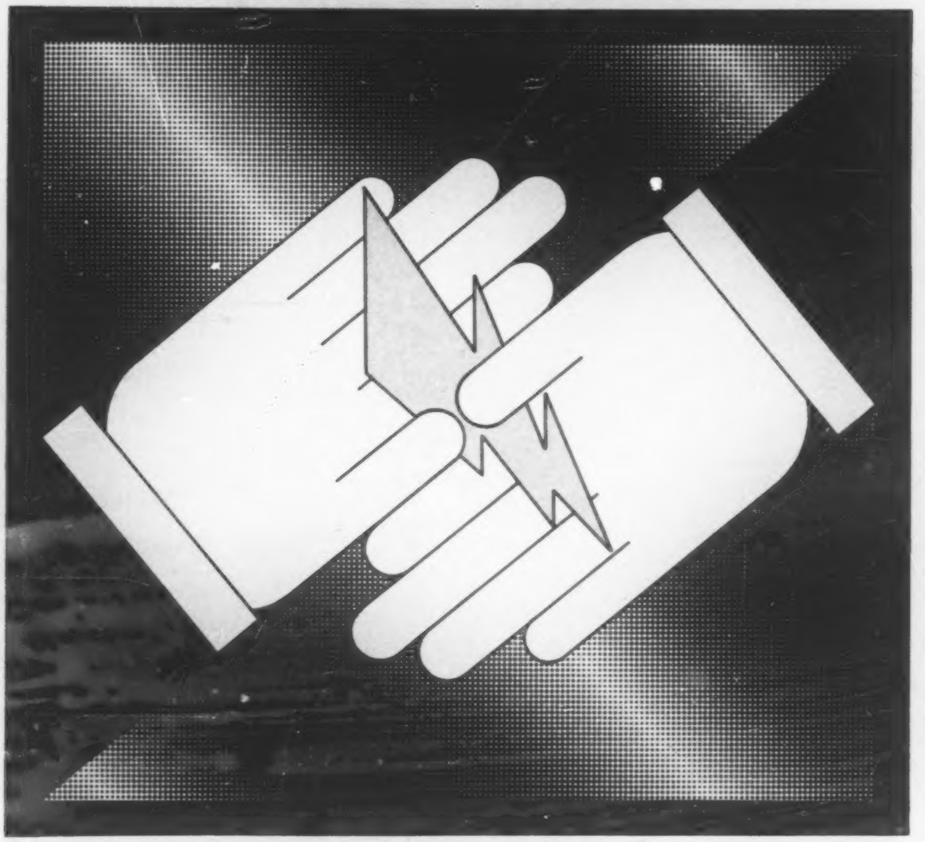
33 years of station transactions

	Dollar volume of transactions approved by FCC					Number of stations changing hands		
	Total	*Radio only*	*Groups**	*TV*		*Radio*	*Groups*	*TV*
1954	$ 60,344,130	$ 10,224,047	$ 26,213,323	$ 23,906,760	**1954**	187	18	27
1955	73,079,366	27,333,104	22,351,602	23,394,660	**1955**	242	11	29
1956	115,605,828	32,563,378	65,212,055	17,830,395	**1956**	316	24	21
1957	124,187,660	48,207,470	47,490,884	28,489,206	**1957**	357	28	38
1958	127,537,026	49,868,123	60,872,618	16,796,285	**1958**	407	17	23
1959	123,496,581	65,544,653	42,724,727	15,227,201	**1959**	436	15	21
1960	99,341,910	51,763,285	24,648,400	22,930,225	**1960**	345	10	21
1961	128,804,167	55,532,516	42,103,708	31,167,943	**1961**	282	13	24
1962	101,742,903	59,912,520	18,822,745	23,007,638	**1962**	306	8	16
1963	105,303,078	43,457,584	25,045,726	36,799,768	**1963**	305	3	16
1964	205,756,736	52,296,480	67,185,762	86,274,494	**1964**	430	20	36
1965	135,123,766	55,933,300	49,756,993	29,433,473	**1965**	389	15	32
1966	135,718,316	76,633,762	28,510,500	30,574,054	**1966**	367	11	31
1967	172,072,573	59,670,053	32,086,297	80,316,223	**1967**	316	9	30
1968	152,455,412	71,310,709	47,556,634	33,588,069	**1968**	316	9	20
1969	231,697,570	108,866,538	35,037,000	87,794,032	**1969**	343	5	32
1970	174,785,442	86,292,899	1,038,465	87,454,078	**1970**	268	3	19
1971	393,547,924	125,501,514	750,000	267,296,410	**1971**	270	2	27
1972	271,330,537	114,424,673	0	156,905,864	**1972**	239	0	37
1973	230,381,145	160,933,557	2,812,444	66,635,144	**1973**	352	4	25
1974	307,781,474	168,998,012	19,800,000	118,983,462	**1974**	369	5	24
1975	259,485,961	131,065,860	0	128,420,101	**1975**	363	0	22
1976	290,923,477	180,663,820	1,800,000	108,459,657	**1976**	413	3	32
1977	289,871,604	161,236,169	0	128,635,435	**1977**	344	0	25
1978	651,728,398	331,557,239	30,450,000	289,721,159	**1978**	586	5	51
1979	1,116,648,000	335,597,000	463,500,000	317,581,000	**1979**	546	52	47
1980	876,084,000	339,634,000	27,000,000	534,150,000	**1980**	424	3	35
1981	754,188,067	447,838,067	78,400,000	227,950,000	**1981**	625	6	24
1982	998,398,244	470,722,833	0	527,675,411	**1982**	597	0	30
1983	2,854,895,356	621,077,876	332,000,000	1,902,701,830	**1983**	669	10	61
1984	2,118,056,053	977,024,266	234,500,000	1,252,023,787	**1984**	782	2	82
1985	5,668,261,073	1,414,816,073	962,450,000	$3,290,995,000	**1985**	1,558	218	99
1986	6,192,669,871	1,490,131,426	1,993,021,955	2,709,516,490	**1986**	959	192	128
Total	$25,541,303,648	$9,032,210,682	$5,544,636,323	$11,986,240,710	**Total**	12,147	346	1,110

Note: The dollar volume figures represent total considerations reported for all transactions with the exception of minority interest transfers in which control of the stations did not change hands and stations sold as part of larger company transactions, such as the Capcities buy of ABC. All sales have been approved by the FCC. Also, prior to 1978, a combined AM-FM facility (replaced last year by Groups, see below) was counted as one station in computing the total number of stations traded. Now, AM-FM combinations as well as groups, are counted by their individual stations.

*Prior to 1971, figures represent total number of deals involving both radio and television stations. Beginning in 1971, when the FCC's one-to-a-customer rule, prohibiting the sale of co-located TV and and radio stations, became effective, figures represent the total number of separately located TV and radio stations that were sold in packages. In 1985, the mergers of large groups with interests other than broadcast stations could not be evaluated, since individual station values were not broken out of the larger sales. Group sales totals are now limited to compilations of "pure" stations sale—those only concerning TV and radio stations.

Special Report



Changing Hands 1986

1986 was the year of the sale; new records set for stations and cable systems

Those who thought 1985's record-shattering $5.6-billion total for station trading was an aberration not soon to be repeated (BROADCASTING, Jan. 26, 1986) will now have to face a new era in broadcasting. Multibillion dollar trading, which began in 1983, is now the norm. Last year's dollar value for stations changing hands was a record-breaking $6,192,669,871 generated by 873 transactions involving 145 TV stations, 522 FM's and 617 AM's.

Smaller groups and management teams took advantage of a new awareness by bankers and large and small investors of the high return on investment that broadcasting historically has provided. Low interest rates and a healthy economy gave many groups the opportunity to become much larger, and leveraged buyouts gave company management the chance to become bosses of the groups they had been running. The best example of this could turn out to be the biggest management buyout of 1987. Members of Viacom's management were joined by several investment bankers in making an offer, accepted by the Viacom board, to purchase the company for $2.8 billion.

The major changes in the tax laws last year also inspired a spate of sales. With an increase in capital gains of at least 8% in 1987, and changes in the general utilities provision resulting in double taxation for a traditionally structured corporation, many broadcasters felt it was time to reorganize along more tax-favorable lines—the FCC was flooded with short-form applications in the fourth quarter—or to sell out entirely and take the capital gains at last year's rate.

The major result was the breakup of many old-line broadcasters, especially radio groups. Outlet, Metromedia, SFN, Katz, Josephson, NEWSystems and Mid-America were all involved in managment buyouts, and LIN Radio, Rollins, Affiliated, Group One and

Doubleday all sold their groups. Group sales accounted for $1,993,021,955 of the 1986 totals, smashing the 1985 record of $962 million, but records in group sales from now on will always have an asterisk because 1985 totals do not include the huge collateral sales of RCA/NBC, ABC, Storer, the Evening News Association and Cox (it is impossible to accurately guess the station value in those transactions). A little less than half the 1986 total came from radio group sales of $871 million. Mixed groups of radio and TV outlets accounted for about $1.1 billion.

Television transactions did not reach last year's record of $3.2 billion, with a total of $2,709,516,490 in TV-only sales. But if mixed TV and radio group sales are added together, the total is about $4.118 billion, almost equal to both 1985's TV-only and total group sales combined, about $4.253 billion.

The TV figures would have been much higher and would have broken last year's price had the proposed sale of KKR's seven TV stations to Lorimar-Telepictures for $1.85 billion gone through. The collapse of the sale was blamed on a soft advertising market, among other reasons.

Additionally, the sale of RKO's KHJ-TV Los Angeles to Group W for $310 million, which fell through, and RKO's sale of WOR-TV New York to MCA for $387 million, which has yet to recieve final FCC approval, would have pushed the TV totals to a new record. If those sales had gone through, the station total would have smashed last year's record, with $4.559 billion.

The most unstable part of the TV universe was independent television, which saw several dramatic reverses last year. Independent TV pioneer Milt Grant was forced to file for bankruptcy, owing some 10 syndicators about $24 million, underlining the difficulty some indie owners are facing with rising programing costs. TVX bought Taft's independent TV group for $240 million, less than half what Taft had originally asked. Meredith Corp. reduced the price of WPGH-TV Pittsburgh from $35 million to $21.3 million. There were 33 independent TV sales in 1986.

Radio sales as a whole (including AM, FM, AM-FM combinations and radio only group sales) totalled $2,361,653,381, with single station or single AM-FM combination deals—the figure used by BROADCASTING—totalling $1,490,131,426, which sets a new record for radio-only sales, beating last year's $1,414,816,073. A new record was set for FM's with the $45-million sale of KROQ-FM Pasadena, Calif. The summary of all station and group sales over $1 million follows:

Groups

There were 29 group sales in 1986 totalling $1,993,021,955, more than doubling 1985's $962,450,000. The 1986 sales involved 88 AM's, 92 FM's and 17 TV's. BROADCASTING defines a group sale to be a mixture of radio and television stations or more than three radio stations, with at least one AM and FM. Twenty-five of the group sales were radio stations only, totaling $871,521,955. The remaining four sales were radio and television combinations, which added up to $1,121,500,000. Group sales over $1 million are listed below.

The largest combined group of AM's, FM's and TV's sold in 1986 was the management buyout of Outlet Communications from the Rockefeller Group, led by Chairman Bruce Sundlun. The new company, Seaward Acquisition Corp., bought WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex.; WCMH-TV Columbus, Ohio; WXIN-TV Indianapolis; WATL-TV Atlanta; WTOP(AM) Washington; WIOQ-FM Philadelphia; KIQQ-FM Los Angeles, and WTKS-FM Bethesda, Md., for $617,500,000. The Rockefeller Group, principally owned by members of the Rockefeller family, purchased Outlet two years ago for $332.1 million. Joining Sundlun were David E. Henderson, who will be president; Raymond G. Chambers; former Treasury Secretary William E. Simon; Frank E. Richardson III; Frank E. Walsh Jr.; E. Burke Ross Jr., and others owning less than 5%. Seaward later recouped a large portion of the expenses for the purchase through the sales of KOVR(TV) Stockton, Calif., for $104 million, KSAT-TV San Antonio, Tex., for $153 million, and WCPX(TV) Orlando, Fla., for $200 million (see TV's). Chambers, Richardson, Walsh, Ross and Simon also own, through a Morristown, N.J.-based investment firm, Wesray Inc., Forward Communications, Wausau, Wis.-based group of four AM's, four FM's and four TV's. Forward sold WKAU-AM-FM Kaukauna, Wis., for $1.5 million (see combos) and KOSA-TV Odessa, Tex., for $20,150,000 (see TV's).

1986 also saw the end of Metromedia's station ownership—in the largest radio-only group sale ever—when it sold WNEW-AM-FM New York, KMET(FM) Los Angeles, WIP(AM)-WMMR(FM) Philadelphia, WOMC(FM) Detroit, KRLD(AM) Dallas, WWBA(FM) St. Petersburg, Fla., and WASH(FM) Washington to a management group headed by Carl C. Brazell Jr., president of Metromedia Radio, for $285 million. Also included in the sale were the Texas State Networks, a group of four regional radio networks. Metromedia, which had sold all of its TV stations in 1985, sold its last remaining station, WCBM(AM) Baltimore, at the same time for $2.5 million, but has yet to close the sale (see AM's).

In what could one of the largest sales of the year if an option is exercised, the Rollins family, owner of Rollins Inc., sold a 43.5% controlling interest in the broadcasting subsidiary, Rollins Communications, to Heritage Communications for about $260 million. The deal included an option to purchase the remaining shares for about $600 million in cash and notes. The properties purchased were KDAY(AM) Santa Monica, Calif.; WAMS(AM) Wilmington, Del.; WBEE(AM) Harvey, Ill.; WRAP(AM) Norfolk, Va.; WCHS(AM)-WBES(FM) Charleston, W.Va.; WEAR-TV Pensacola, Fla.; WPTZ(TV) North Pole, N.Y.; KAUT(TV) Oklahoma City, and WCHS-TV Charleston, W.Va., and cable systems in New Castle county, Del., and Branford, Conn. Rollins Inc. was begun by O. Wayne Rollins when he built WRAD(AM) Radford, Va., in 1950. He and his two sons, Randall and Gary, continue to own two other businesses, RPC Energy Services, an oil and gas equipment and services company, and Rollins Inc., which operates Orkin exterminating and a security firm. Rollins returned to station ownership, buying KLAX(TV) Alexandria, La., from Cypress Communications Corp. for $6 million (see TV's).

Heritage grew even larger when it bought LIN Broadcasting Corp.'s WIL-AM-FM St. Louis; WEMP(AM)-WMYX(FM) Milwaukee, and WBFF(AM)-WMJQ(FM) Rochester, N.Y., for $23 million. Publicly traded, New York-based LIN had owned five AM's, five FM's with seven TV's and cellular radio operations in New York, Los Angeles, Philadelphia, Dallas-Fort Worth and Houston, before it sold its radio properties, including KILT-AM-FM Houston to Legacy Broadcasting for $36,750,000 (see combos), WUSL(FM) Philadelphia to Tak Communications for $32 million (see FM's) and co-located WFIL(AM) for $4.5 million (see AM's). Heritage is a Des Moines, Iowa-based group of five AM's, one FM and six TV's, and cable MSO with 950,000 subscribers in 22 states, headed by James M. Hoak Jr., president. Heritage spun off WCHS(AM)-WBES(FM) Charleston, W.Va., for $4,000,000 (see combos).

SFN Companies sold WAPA-TV San Juan, P.R.; WJBF(TV) Augusta and WTVM(TV) Columbus, both Georgia; KSCH-TV Stockton, Calif., and KCAP(AM)-KZMT(FM) Helena and KVGO(AM) Missoula, both Montana, for $155 million cash to a management group headed by Sherman C. Wildman, president, and Christopher J. Brennan, vice president.

SFN is a publicly traded, Orlando, Fla.-based educational publishing company and station group headed by John Purcell, chairman. It retained KVEA(TV) Los Angeles. SFN is 30% owned by Hallmark Cards, which purchased Spanish International's five TV stations (see TV's) and added KVEA(TV) Los Angeles to its new group of Spanish-language TV stations.

Lee Enterprises made several large acquisitions last year, the largest being its $89-million purchase of May Broadcasting Co.'s KGUN-TV Tucson, Ariz.; KMTV(TV) Omaha, and most of the remaining stock of KFAB(AM)-KGOR(FM) Omaha. Lee subsequently spun off the Omaha AM-FM combination for $22 million (see combos). May Broadcasting, based in Shenandoah, Iowa, now owns two AM's and one FM. It is principally owned by Frances M. Rankin and Edward W. May. Lee Enterprises is a publicly owned, Davenport, Iowa-based group of six TV's headed by Lloyd G. Schermer. It also has interests in 18 newspapers. Lee sold KHQA-TV Quincy, Ill., for $13 million (see TV's) and WTAD(AM)-WQCY(FM) Quincy, Ill.

for $1,100,000.

The largest block of stations in 1986 was a record breaker: Resort Broadcasting's sale of WVAB(AM) Virginia Beach; WIAV(FM) Cape Charles (Virginia Beach); WSVS-AM-FM Crewe, all Virginia; WCAI(AM) Elizabeth City, WWOK(FM) Columbia, WFLB(AM) Fayetteville, WVBS-AM-FM Burgaw, WRCS(AM)-WQDK(FM) Ahoskie and WHCC(AM)-WQNS(FM) Waynesville, all North Carolina; WETT(AM) Ocean City, Md.; WWTR-FM Bethany Beach, Del.; WYAK-AM-FM Surfside Beach, WSDC(AM)-WZNS(FM) Dillon, WNLB(AM) Charleston, and WNLB-FM Goose Creek, all South Carolina, and WRRE(AM) College Park, Ga.—12 AM's and 10 FM's—for $71 million to Los Angeles-based Telstar Corp. Richmond, Va.-based Resort Broadcasting, principally owned by Ellek Seymour, owned no stations two years ago, but went through a flurry of activity last year (see AM's, FM's and combos). It also owns the USA Radio Network and publishes beach and resort guides. Telstar owns the Country Music Channel, a satellite service, and two pay-per-view movie services. In a complicated deal, Telstar signed an agreement to purchase New York-based Golden West Productions, represented by Robert F.X. Sillerman, former joint owner of Sillerman-Morrow Broadcasting. Sillerman has a substantial equity interest in Golden West and now is chairman of Sillerman-Magee Communications Management, an investment banker representing both Golden West and Resort. Sillerman also owns a 35% interest in Resort. Resort now owns 56% of Telstar, and the company's founders, Gerald A. Bartell and Joseph A. Corrazzi, along with some members of management, retain about 40%.

In another management buyout, Katz Broadcasting sold all of its stations, WYAY(FM) Gainesville, Ga.; WEZN(FM) Bridgeport, Conn.; WZZK-AM-FM Birmingham, Ala.; KWEN(FM) Tulsa, Okla.; WDBO(AM)-WWKA(FM) Orlando, Fla.; WFTQ(AM)-WAAF(FM) Worcester, Mass., and WSYR(AM)-WYYY(FM) Syracuse, N.Y., to a group headed by Katz Broadcasting President Dick Ferguson for $68.3 million. Katz Broadcasting is the New York-based, employe-owned radio group subsidiary of Katz Communications.

EZ Communications, a Fairfax, Va.-based group of seven FM's principally owned by Arthur Kellar, chairman, bought KFLR(AM)-KAMJ(FM) Phoenix; KFYE(FM) Fresno and KRAK-AM-FM Sacramento, both California; WOKV(AM)-WAIV-FM Jacksonville, Fla., and KMPS-AM-FM Seattle for $65.5 million from Affiliated Publications. Publicly traded, Boston-based Affiliated publishes the *Boston Globe*. With this sale it has no other broadcast interests. EZ later sold WBMW(FM) Manassas, Va. (Washington), to Infinity Broadcasting Corp. for $13 million.

DKM Broadcasting Corp., an Atlanta-based radio group headed by Robert R. Dyson, was involved in a number of transactions in 1986. The largest was the purchase of KLZ(AM)-KAZY(FM) Denver and WAKR(AM)-WONE-FM Akron and WONE(AM)-WTUE(FM) Dayton, both Ohio, and KMEZ-AM-FM Dallas from Group One Broadcasting Co. for between $60 million and $65 million. Group One, principally owned by Roger G. Berk and family, also owns WAKR(TV) Akron. DKM sold its WDJO(AM)-WUBE(FM) Cincinnati (see combos) to American Media Inc. for $9.8 million, and KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa, to Independence Broadcasting Corp. for $6.75 million. Dyson also sold his own stations, WPTR(AM) Albany and WFLY(FM) Troy, both New York (see combos). Independence is owned by John C. Goodwill and Peter Sulick. Goodwill is former general manager of WPIX(AM) New York and Sulick is former comptroller, Cablevision Systems Inc. Goodwill was head of R&R Broadcasting, which bought WHYN-AM-FM Springfield Mass., from Affiliated Broadcasting for $7.8 million (see combos).

Doubleday Broadcasting Co. got out of broadcasting last year when it sold WHN(AM)-WAPP(FM) New York and WAVA(AM) Washington to Indianapolis-based Emmis Broadcasting for $53 million. Emmis, principally owned by Jeff Smulyan, owns five FM's. Doubleday paid $29 million for the stations between 1981 and 1984.

Josephson Communications, the radio station subsidiary of publicly held Josephson International Inc., sold out to its president,

We thank the following clients for using our brokerage services in 1986:

Noble Broadcasting, Inc.* to *Legacy Broadcasting, Inc.
KJOI-FM, Los Angeles CA • $43,500,000

Robert J. Nolan* to *Harron Communications Corp.
Glens Falls NY Cable System • $17,000,000

Doubleday Broadcasting* to *Heritage Broadcasting Co.
(Arthur and Edward Shadek)
WMET-FM, Chicago IL • $12,500,000

Albany TV-23, Inc.* to *Heritage Broadcasting Co.
WXXA-TV, Albany NY • $10,100,000

Robinson Broadcasting Co.* to *Chase Broadcasting Group
KGLD-FM/KWK-FM, St. Louis MO • $6,500,000

Hillebrand Electronics* to *Osborn Communications
WMHE-FM, Toledo OH • $6,700,000

Metromedia Co.* to *Resort Broadcasters
WCBM-AM, Baltimore MD • $2,500,000

Jacor Broadcasting, Inc.* to *Sunrise Communications
WTOW-AM, Baltimore MD/WVOI-AM, Toledo OH • $2,400,000

South Georgia Radio* to *Roland Radio, Inc.
WAYX-AM/WQCW-FM, Waycross GA • $800,000

FM 96 Associates* to *Resort Broadcasters of VA
WIAV-FM, Cape Charles VA • $600,000

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Ed Christian, for $38.5 million. The new company, Saga Communications, bought WVKQ(AM)-WNSY(FM) Columbus, Ohio; WNOR-AM-FM Norfolk, Va.; WMGF(FM) Milwaukee, and WZKC(FM) Rochester, N.Y. (which it later spun off to First Valley Broadcasting Co. for $3.7 million [see FM's]). Saga later bought WLDS(AM)-WYMG(FM) Jacksonville and WLRW(FM) Champaign, both Illinois, from Joyner Broadcasting for $5.3 million. Thomas Joyner, who owns WZFX-FM Fayetteville, N.C., also bought KGTN-AM-FM Georgetown, Tex., and WDVA(AM)-WJLC-FM South Boston, Va. (see combos). Josephson International is headed by Marvin Josephson.

At the end of the year, KIXL(AM)-KHFI-FM Austin and KBFM(FM) Edinburg, both Texas; WXAM (AM)-WQXY-FM Baton Rouge, and KOKY(AM)-KZOU(FM) Little Rock, Ark., were sold by Capitol Cities Broadcasting for $38 million to Encore Communications LP, a new company owned by George Duncan, former head of the radio division of Metromedia Inc. Duncan also purchased KOKA(AM)-KVKI-FM Shreveport, La., for $6.5 million (see combos). Capitol Cities, principally owned by D. Kent Anderson, Richard E. Oppenheimer and Robert L. Clarke, got out of the radio business when it sold its last stations: KDVE(AM)-KQXY(FM) Beaumont, Tex., for $1,175,000 (see combos).

Jacor Communications Inc., publicly owned, Cincinnati-based radio group bought WLW(AM)-WSKS(FM) Cincinnati, WYHY(FM) Nashville and WSEV(AM)-WMYU(FM) Knoxville, Tenn., from Republic Broadcasting for $34 million. It also bought WEBN(FM) Cincinnati from Circe Communications for $8 million. Circe is principally owned by Frank Woods, who became president of Jacor. Terry Jacobs, chairman, is the largest stockholder of publicly owned Jacor. Among the stations owned by Jacor is WURD(FM) Georgetown, Ohio, which has a contour overlap with WEBN, leaving Jacor momentarily owning three FM stations in the same market. Jacor asked the FCC for a one-year temporary waiver to divest WURD and spun off WSKS(FM) to Reams Broadcasting Co. for $4.3 million (see FM's). Jacor also sold WVOI(AM) Toledo, Ohio, for $600,000.

Another broadcaster who sold off most his station group, and to a management group, was Ragan A. Henry, owner of NEWSystems Group Inc. It sold WWDB(FM) Philadelphia, WTUX(AM)-WTLC(FM) Indianapolis and WBLZ(FM) Hamilton, Ohio (Cincinnati), to Panache Broadcasting for $28.5 million. Henry continues to own KDIA(AM) Oakland, Calif., and WBUS(FM) Atlanta. Henry cited the changes in the tax laws as the reason for the sale. Henry's son, Vincent, bought WXTR(FM) La Plata, Md., for $14.5 million (see FM's). Panache is owned by Charles D. Schwartz, former president of NEWSystems.

Austin, Tex.-based Hicks Communications Inc. sold KAYI(FM) Muskogee, Okla.; WYNK-AM-FM Baton Rouge, and KLVI(AM)-KYRK(FM) Beaumont, Tex., to Naragansett Capital Corp. for $20 million. Naragansett is a Providence, R.I.-based group of one AM, one FM and one TV, headed by John Franks, president. Hicks, principally owned by Steven Hicks, president, also purchased WTAW(AM)-KTAW(FM) College Station (Bryan), Tex., for $1.5 million (see combos).

Nashville-based ELF Communications Inc., owned by John Lack, got out of radio when it sold WNOX(AM) Knoxville; WNKX(FM) Clinton; WRLQ(AM) Madison; WRLQ-FM Franklin, all Tennessee, and WVOK(AM)-WLTB(FM) Birmingham, Ala., to REBS Inc. for $15 million. REBS is equally owned by Richard W. James and his wife, Earlene, Steve Hunter, David Cohen, William Bresnan, John C. Roberts and David Layfield. It also owns WJTO(AM)-WIGY(FM) Bath, Me., and WIBX(AM)-WNYZ(FM) Utica.

Jeffrey E. Trumper, former general manager of WLS-AM-FM Chicago, bought WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky., from C.R. Griggs, who has no other broadcast interests, for $10 million. Trumper later bought KKCW(FM) Beaverton, Ore., for $7.5 million from Heritage Broadcasting (see below and FM's).

Media broker Art Holt added to his growing station group of four AM's and five FM's with the purchase of WBOP(AM)-WTKX(FM) Pensacola, Fla., and WTAM(AM)-WGCM(FM) Gulfport and WOKJ(AM)-WJMI(FM) Jackson,

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both Mississippi, for $9.5 million. E.O. Roden Stations, based in Jackson, Miss., a group of five AM's, five FM's and one TV owned by Zane Roden and family, sold the stations.

Burt W. Kaufman and George Spicer, respectively vice president and general manager of KXEG(AM) Phoenix, bought KXEG and KSHY(AM) Cheyenne, Wyo.; KBBX(AM)-KCGL(FM) Centerville, Utah; KXEN(AM) Festus-St. Louis, Mo.; KQXI(AM) Arvada, Colo., and KXAK(AM) Corrales, N.M., from Mid-America Gospel Radio Network Inc. for $9,115,000.

Sage Broadcasting, a group owned by Leonard A. Fassler, Gerald A. Poch, Gerald M. LeBow, Kenny Karen and two others, made several transactions last year, the largest being that of Sentry Insurance Co.'s Sentry Broadcasting stations: WXYQ(AM)-WSPT(FM) Stevens Point and WIJK(AM)-WBIZ(FM) Eau Claire, both Wisconsin; WTAX(AM)-WDBR(FM) Springfield, Ill., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa, for $8,150,000. Sentry also sold WILS-AM-FM Lansing, Mich., for $2,820,000 (see combos) and WRJN(AM) Racine, Wis., to media broker Dex Card for $760,000. Sage also purchased WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford, Mass., from Micheal Metter, for $2,325,000. Later in the year, Sage bought WLVH(FM) Hartford, Conn., for $4.5 million from Jose Grimault, owner of WKSQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles. Sage already owned WNAQ(AM) Naugatuck, (Waterbury) Conn., and WZFM(FM) Briarcliff Manor (White Plains), N.Y.

B. Ken Woodfin, owner of the Woodfin Group, sold WOKS(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia, to Gregory A. Davis, sales manager of WLWT(TV) Cincinnati, for $6,160,000. Woodfin later purchased WDLP(AM)-WGNE-FM Panama City, Fla., for $3,070,000 (see combos).

Dennis Rooker, a Charlottesville, Va., attorney, who was former senior vice president and general counsel of Worrell Newspapers, and John Columbus, vice president of United Stations, bought WKWK-AM-FM Wheeling, W.Va.; WMCL(AM) McLeansboro and WTAO(FM) Murphysboro-Carbondale, both Illinois, and WDXI(AM)-WRJX(FM) Jackson, Tenn., for $4,095,000. The seller, Community Service Broadcasters, is owned by brothers, Bill and Jim Glassman, who have no other broadcast interests.

Michael R. Kassner and Joseph D. Tydings (former Democratic senator from Maryland), under the name of U.S. Media Group, bought KTAG(AM) Cody and KTRS(FM) Casper, both Wyoming, and KIIX(AM)-KTCL(FM) Fort Collins and KRAI-AM-FM Craig, both Colorado, from Alf Landon, 1936 Republican presidential candidate, and family, for $4,840,000. The Landon family owns KEDD(AM) Dodge City and KSCB(AM) Liberal, both Kansas. U.S. Media also owns WKAB-TV Montgomery, Ala., and WTXL-TV Tallahassee, Fla.

Osborn Commnications, owner of WKRZ-AM-FM Wilkes-Barre, Pa., and WMHE(FM) Toledo, Ohio, bought WBGA(AM)-WGIG(FM) Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn., from Jim Kirk for $4 million. Kirk sold his last station, KVOL(AM) Lafayette, La., and has no other broadcast interests. Osborn Communications is owned by Frank Osborn and Brownlee Curry Jr., who has an interest in the *Nashville Daily Banner*. It also bought WNDR(AM)-WNTQ(FM) Syracuse, N.Y., from Ralph Guild for $6.5 million and assumption of liabilities (see FM's).

Heritage Broadcast Group bought WAAX(AM)-WQEN(FM) Gadsden, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo., from Richard Beauchamp for $3,211,955. Heritage is Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. Polacek was former president and director of the stations. It purchased WISE(AM)-WKSF(FM) Asheville, N.C., for $6.3 million (see combos) and sold KKCW(FM) Beaverton, Ore. for $7,500,000 (see above and FM's).

The smallest group transaction of 1986 was William Grant's purchase of WWWB-AM-FM Jasper, WWWR(AM) Russellville and

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September 26, 1985

Banner Graphic, Inc.

[illegible]

The Banner Graphic

[illegible]

Lu-Mar Newspapers, Inc.

[illegible]

Sarkes Tarzian, Inc.

[illegible]

THE TED HEPBURN COMPANY

[illegible]

March 10, 1986

Amaturo Group, Inc.

[illegible]

KHGI-TV

[illegible]

KSNB-TV and KWNB-TV

[illegible]

Gordon Broadcasting, Inc.

[illegible]

THE TED HEPBURN COMPANY

May 7, 1986

D.H. Overmyer Telecasting Co., Inc.

[illegible]

WDHO-TV

Toledo, OH

Toledo Television Investors Limited Partnership

[illegible]

THE TED HEPBURN COMPANY

September 10, 1986

WIN Communications, Inc.

[illegible]

WIRE/WXTZ

KBEZ

WIRL/WSWT

KRVR

The Mid America Media Group

[illegible]

THE TED HEPBURN COMPANY

[illegible]

October 31, 1986

DKM Broadcasting Company

[illegible]

KMEZ FM/AM

Dallas, TX

WAKR/WONE (FM)

Akron, OH

WONE (AM)/WTUE

Dayton, OH

KLZ/KAZY

Denver, CO

Group One Broadcasting

[illegible]

THE TED HEPBURN COMPANY

[illegible]

December 15, 1986

CRB Broadcasting Corporation

[illegible]

WROQ-FM & WAES-AM

[illegible]

Sis Radio, Inc.

[illegible]

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[illegible]

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WWWF(AM) Fayette, all Alabama, from John H. Bankhead and family. The prices were $737,500 for WWWB-AM-FM, $212,500 for WWWF(AM) and $125,000 for WWWR(AM). Grant also owns WJRD(AM) Tuscaloosa, Ala., and WDXB(AM) Chattanooga.

TV's

There were 102 television-only transactions last year, involving 128 stations. The total dollar value for all those sales was $2,709,516,490, not reaching 1985's spectacular $3.29 billion, but well above the $1.252 billion of 1984. By transaction, the average price was $26,563,887; by station, the average price was $21,168,097.

The largest TV-only sale of 1987 began to take shape at the beginning of the year when Spanish International Communications Corp.'s (SICC) five TV's, five LPTV's and translators were denied renewal of license. Finding close ties between Reynold Anselmo, president of SICC, and the Azcarraga family, Mexican citizens who own Televisa, a Mexican TV network and media conglomerate, an FCC administrative law judge John Conlin, ruled that SICC violated FCC rules prohibiting foreign citizens or their representatives from controlling broadcast licenses. After several weeks of negotiations with the FCC and in response to a lawsuit filed by a dissident stockholder regarding allegations of fraud, SICC settled out of court and was allowed to sell all its stations: KFTV(TV) Hanford, Calif. (ch. 21, Spanish International Network), KMEX-TV Los Angeles (ch. 34, SIN), WLTV(TV) Miami (ch. 23, SIN), WXTV(TV) Paterson, N.J. (ch. 41, SIN), and KWEX-TV San Antonio, Tex., and five LPTV's.

SICC's buyers are a new joint venture of Hallmark Cards, Kansas City-based greeting card company principally owned by Donald J. Hall, son of company founder Joyce Hall, and First Capital Corp., a subsidiary of First National Bank of Chicago. The new company paid $301.5 million for the stations and promised to maintain the Spanish format for at least two years. At the end of the year it also purchased KDTV(TV) San Francisco (ch. 14, SIN) from Bahia de San Francisco Co., principally owned by Anselmo, for $25 million. Hallmark was also involved in another sale in 1987, owning a 30% interest in SFN Companies Inc., which sold all but one of its stations for $155 million (see groups). The station retained KVEA(TV) Los Angeles. Hallmark/First Capital now owns a Spanish-language group of seven TV's, large enough to place it on BROADCASTING's top 20 TV group list.

The news in television sales for the first time in many years was the declining price of independent TV stations. TVX Broadcast Group, a Virginia Beach, Va.-based group headed by Gene Loving, chairman, and Tim McDonald, president, made news with one of the largest purchases last year when it bought Taft Radio and Television Co.'s independent TV's for $240 million. The price was less than half of what Taft had originally asked, but the complaints of most independent TV owners—increasing competition from many start-up independents along with the sky-high prices for programing—plus the enormous debt service from its purchase of Gulf Broadcasting several years ago, forced Taft to accept the lower bid. The buy moved TVX into BROADCASTING's top 20 TV group owners. It bought KTXA(TV) Fort Worth (ch. 21, independent); KTXH(TV) Houston (ch. 20, independent); WCIX(TV) Miami (ch. 6, independent); WDCA-TV Washington (ch. 20, independent), and WTAF-TV Philadelphia, (ch. 29, independent). Taft still believes in radio, however, and bought WBCS-AM-FM Milwaukee for $4,250,000 (see combos). TVX sold WNRW-TV Winston-Salem, N.C. (ch. 45, independent) for $11 million to Act III Broadcasting, a new group owned by producer Norman Lear, who, along with Jerry Perenchio and Alan D. (Bud) Yorkin, had earlier sold WNJU-TV Linden, N.J., to Reliance Group Inc. for $70 million (see below).

Reliance, the investment concern of New York financier Saul Steinberg, bought John Blair & Co., publicly owned New York-based group of five TV's and advertising sales representative, for over $300 million.

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The purchase followed a protracted battle between Reliance and Mcfadden Holdings to take over the company. After the FCC approved Reliance's acquisition plan and a court of appeals denied Mcfadden's attempts to block Reliance, it announced plans to build a Spanish-language TV network. It spun off Blair's KSBW-TV Salinas (ch. 8, NBC) and KSBY(TV) San Luis Obispo (ch. 6, CBS), both California, and KOKH(TV) Oklahoma City (ch. 25, independent) to Gillett Group Inc. for $86 million. George Gillett owns the Nashville-based group of one AM, one FM and nine TV's; a ski resort in Vail, Colo., and a beef processing plant in Green Bay, Wis. Gillett also sold KMEG-TV Sioux City, Iowa (ch. 14, independent), to Maine Broadcasting Systems, a Portland, Me.-based group of two TV's principally owned by Fred Thompson and his wife, Mary, for $4 million.

Gillett was involved in an even larger purchase last year when it bought WMAR-TV Baltimore (ch. 2, NBC) and WRLH-TV Richmond, Va. (ch. 35, independent) from Times Mirror Broadcasting for more than $200 million. Times Mirror purchased the station's owner, *Baltimore Sun* publisher, A.S. Abell Co., for $600 million and spun off the TV stations to comply with FCC rules. A.S. Abell Co. sold all its radio properties last year to S&F Communications, which, in turn, sold the last station in the group, WNVZ(FM) Norfolk, Va., for $25 million (see FM's). Times Mirror is a publicly traded, Los Angeles-based publisher, TV group owner and MSO, headed by Robert F. Erburu, chairman. The broadcast subsidiary is headed by John J. McCrory, president. Also, Times Mirror announced it was forming a trade publication subsidiary and bought BROADCASTING magazine from Lawrence Taishoff last year for $75 million.

Outlet Communications Inc. was purchased by a management group headed by chairman Bruce Sundlun (see groups). It sold off WCPX-TV Orlando, Fla. (ch. 6, CBS), to First Media Corp. for $200 million for the largest stand-alone TV sale of 1986. First Media is a Washington-based group of three AM's and eight FM's owned by Richard E. Marriott, head of Marriott Co., major hotel and food-service firm. Next, Outlet spun off KSAT-TV San Antonio, Tex. (ch. 12, ABC), to H&C Communications Inc. for $153 million cash. H&C is a Houston-based group of one AM and five TV's, principally owned by Oveta Culp Hobby. Outlet's last TV spin-off was KOVR(TV) Stockton (Sacramento), Calif. (ch. 13, ABC), to Narragansett Broadcasting Co. of Sacramento Inc. for $104,000,000 cash. Narragansett is the publicly owned owner of KHTT(AM)-KSJO(FM) San Jose, Calif., and is headed by Edwin W. Pfeiffer, former general manager of WDVM-TV Washington.

Before CBS went through a management shake-up last year, it sold KMOX-TV St. Louis (ch. 4, CBS) to Viacom International Inc. for $122,500,000. Viacom's broadcast division is headed by Brian Bieler.

The well-publicized squabbles of Barry Bingham and family ended when the family sold all its assets, including WHAS-TV Louisville, Ky. (ch. 11, CBS), to the Providence Journal Co. for $85.7 million. The Binghams also sold WHAS(AM)-WAMZ(FM) Louisville for $20,056,000 (see combos), the *Louisville Courier-Journal* and *Louisville Times* to Gannett Co. for $305 million and Standard Gravure (printing company) to Atlanta businessman John Shea for $20 million. Providence Journal Co. publishes the *Providence Journal-Bulletin*, operates 14 cable systems in five states and owns a group of TV's headed by Michael P. Metcalf, president.

Former CBS President John Backe sold WLNS-TV Lansing, Mich. (ch. 6, CBS), and WKBT-TV La Crosse, Wis. (ch. 8, CBS), for $72 million, to Young Broadcasting, a subsidiary of Adam Young Inc., New York-based station representative. It is owned by Adam Young (66.6%) and his son, Vincent (33.3%). Backe purchased the stations in 1984 for $48 million.

Channel Communications, which sold WCLQ-TV Cleveland to HSN for $15 million (see below), bought, for $18 million, KPLC-TV Lake Charles, La. (ch. 7, NBC), from Calcasieu Television and Radio Inc. Channel is a subsidiary of NASCO Inc., a sporting goods manufacturer and distributor based in Springfield, Tenn., and principally owned by Bill F. Cook. It already owned KAIT-TV Jonesboro, Ark. (ch. 8, ABC), but got out of television altogether when it sold both stations to Cosmos Broadcasting for $68 million. Cosmos, owner of eight TV's, is based in Greenville, N.C., and is a subsidiary of Liberty Corp., owner of Liberty Life Insurance Co. It is principally owned by Francis Hipp and family. Cosmos concentrated all its energies on TV when it sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for $7 million (see FM's) and its last radio property, WIS(AM) Columbia, S.C., to Ridgely Communications Inc. for $2 million (see AM's). It also sold WQRF-TV Rockford, Ill. (ch. 39, independent), to Family Group Broadcasting for $4,200,000. Family Group is a group of 13 equal owners headed by Ian N. (Sandy) Wheeler. It has interests in two AM's, two FM's and five TV's.

Texoma Broadcasters Inc., principally owned by M.N. (Buddy) Bostick, president, originally sold KLFY-TV Lafayette, La. (ch. 10, CBS) to Great American Broadcasting Co., owned by Harvey Grace and three others, for $60 million, but that deal fell through, and the station was sold to Charles Woods for $55 million. Woods owns a Dothan, Ala.-based group of two AM's, three FM's and five TV's. Bostick purchased sole interest in Texoma's KXII(TV) Ardmore, Okla. (ch. 12, CBS, NBC), at the same time for $14 million.

General Cinema Corp., publicly traded, Chestnut Hill, Mass.-based movie theater owner and Pepsi bottler, headed by Richard Smith, sold WGRZ-TV Buffalo, N.Y. (ch. 2, NBC), for $56 million to WGRZ Acquisition Corp., owned by Robert Smith, George Lilly, William Reyner and members of station

February 1987

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management. It purchased WHTM-TV Harrisburg, Pa., and WETM-TV Elmira and WSTM-TV Syracuse, both New York, two years ago. Lilly also sold KPAX-TV Missoula (ch. 8, CBS), KXLF-TV Butte (ch. 4, CBS, ABC) and KRTV(TV) Great Falls (ch. 3, CBS, NBC), all Montana, to Evening Post Publishing Co. for $27 million. Evening Post is a Charleston, S.C.-based group of two TV's and publisher of four newspapers in S.C., and has interest in *Buenos Aires* (Argentina) *Herald*. It is principally owned by Peter Maingault and his sister, Mary M. Gilbreth.

Tak Communications Inc., Vienna, Va.-based computer consulting firm and group of one FM and four TV's principally owned by Sharad Tak, bought KITV(TV) Honolulu (ch. 4, ABC) and satellites KMAU(TV) Wailuku (ch. 12, ABC) and KHVO(TV) Hilo (ch. 13, ABC), all Hawaii, from Shamrock Broadcasting Inc. for $50 million. Burbank, Calif.-based Shamrock owns a group of four AM's, seven FM's and three TV's and is owned by Roy E. Disney and family. Shamrock also bought KTAB(TV) Abilene, Tex. (ch. 32, CBS), for $15,750,000 from Thomas K. Scallen, who purchased KOSA(TV) Odessa, Tex. (ch. 7, CBS), for $20,150,000 (see below). Tak also bought WUSL(FM) Philadelphia from LIN Broadcasting for $32 million (see FM's).

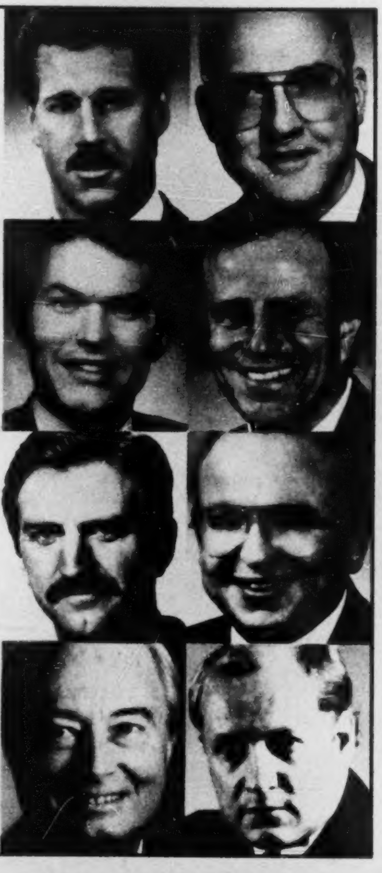
Harte-Hanks Communications Inc. sold KYTV(TV) Springfield, Mo. (ch. 3, NBC), to Schurz Communications Inc. for about $45 million. Harte-Hanks is a publicly traded, San Antonio, Tex.-based group of four TV's, cable MSO, publisher of 16 newspapers, direct-mail operations and other interests, headed by Robert Marbut, president. Schurz is a South Bend, Ind.-based group of one AM, one FM and three TV's, cable MSO and publisher of eight newspapers, headed by Franklin D. Schurz, president.

Worrell Newspapers Inc. got out of broadcasting when it sold WBNB-TV Charlotte Amalie, V.I. (ch. 10, CBS); WIFR-TV Freeport, Ill. (ch. 23, CBS), and WHSV-TV Harrisburg, Va. (ch. 3, ABC), to Benedek Broadcasting for $40 million. Charlottesville, Va.-based Worrell also owns 24 daily newspapers, and is headed by Thomas Worrell Jr., chairman. A. Richard Benadek is the principal in the New York-based group of nine TV's. It also purchased KHQA-TV Quincy Ill. (ch. 7, CBS), for $13 million from Lee Enterprises, a Davenport, Iowa-based group of nine TV's and publisher of 18 newspapers. It is headed by Lloyd G. Schermer, president, and also bought KGUN-TV Tucson, Ariz. (ch. 9, CBS), KMTV(TV) Omaha (ch. 3, CBS) and a majority interest in KFAB(AM)-KGOR(FM) Omaha for $89 million (see groups). It subsequently spun-off the AM-FM combination for $22 million (see combos) and sold WTAD(AM)-WQCY(FM) Quincy, Ill. for $1,100,000 (see combos).

KIHS-TV Ontario, Calif. (ch. 46, independent), was the largest purchase, at $35 million, for Home Shopping Network, in its breathtaking ascent to an independent station group. The station was owned by DeRance Foundation, and Santa Fe Communications, nonprofit Catholic foundations which also sold KLTH-FM Florissant, Mo., for $3.5 million (see FM's) and now have no other broadcast interests. HSN, a Clearwater, Fla.-based producer of home shopping programs headed by Edward Speer, chairman, purchased seven other TV stations, beginning at the end of the summer with the purchase of WWHT(TV) Newark, N.J. (ch. 68, independent), and WSNL(TV) Smithtown, N.Y. (ch. 67, independent), from Wometco Broadcasting for $25 million. At the same time, it purchased WVKJ-TV Marlborough, Mass. (ch. 66, independent), for $20 million from Channel 66 Associates, a limited partnership of 205 investors with no other broadcast interests. John Garabedian is the managing general partner and CEO. HSN bought WSJT(TV) Vineland, N.J. (ch. 65, independent), from Press Broadcasting Co. for $23 million. Press publishes the *Asbury Park* (N.J.) *Press* and owns WMOD(TV) Melbourne, Fla., and WJLK-AM-FM Asbury Park, N.J. Press Broadcasting is headed by E. Donald Lass, president. Channel Communications also sold WCLQ-TV Cleveland (ch. 61, independent) to HSN for $15 million. Channel owned KAIT-TV Jonesboro, Ark., and bought for $18 million, KPLC-TV Lake Charles, La., which it later sold to Cosmos Broadcasting for $68 million (see above). HSN later purchased KTHT-TV Alvin, Tex. (ch. 69, CP), from Harold V. Dutton, for about $8 million, and WPWR-TV Aurora, Ill. (ch. 60, independent) in November for $25 million from Fred Eychaner, who also has interests in two TV construction permits in Boulder, Colo., and Gary, Ind. HSN bought KPST-TV Vallejo, Calif. (ch. 66, CP), for $8 million from Victor H. Sun, Wallace Lee, David Li and Shirley C. Lau, who have no other broadcast interests. The total outlay for all of HSN's purchases was $143 million.

Lorimar-Telepictures Corp., Culver City, Calif.-based diversified entertainment company, publisher, advertising firm and group of four TV's bought WPGH-TV Pittsburgh (ch. 53, independent) from Meredith Corp. for an originally announced $35 million, but at the beginning of 1987, that price was reduced to $21.3 million because of changes in the station's results. Meredith is publicly owned publisher and station group of eight TV's. The broadcast division is headed by W.C. McReynolds, president. Lorimar is headed by Merv Adelson, chairman. Lorimar-Telepictures tried to purchase seven KKR TV stations (BROADCASTING, May 26) for $1.85 billion, but at year's end, that deal appeared to be off for good. Included in the failed deal was WTVJ(TV) Miami (ch. 4, CBS), which was to have been sold for $405 million, but was sold to NBC at the beginning of 1987 for $270 million.

Michael L. Waddington, owner of KARK-TV Little Rock, Ark., and WTOK-TV Meridian, Miss., bought KDBC-TV El Paso (ch. 4, CBS) from El Paso Television Co. for $32 million cash. El Paso is a subsidiary of Evening Post Publishing Co., Charleston, S.C.-based station group that owns KOAA-TV Pueblo, Colo., and KIVI-TV Nampa, Idaho,



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and publishes four newspapers in Maryland and South Carolina.

KATC(TV) Lafayette, La. (ch. 3, ABC), was originally sold by Loyola University to Adams Communications, Wayzata, Minn.-based group of three AM's, three FM's and six TV's, principally owned by Stephen Adams, for $31 million but the deal fell through. The station was finally sold to TV Station Partners for approximately $28 million. TV Station Partners is a New York-based group of four TV's principally owned by Martin Pompadur and Ralph E. Becker. Loyola University, New Orleans, also owns WWL-AM-TV and WJAY-FM New Orleans.

Carl Brazell and George Duncan were not the only former Metromedia executives to start their own broadcasting companies. Albert Krivin, former senior vice president of Metromedia Inc., with Hal Gaba and Robin French, former vice president and president, respectively, of Embassy Telecommunications, bought WCGV-TV Milwaukee (ch. 24, independent) and WTTO-TV Birmingham, Ala. (ch. 21, independent) from Byron Lasky for $30.5 million. Lasky also owns WQTV(TV) Boston. Buyer is 80% owned by Krivin, Gaba and French. The remaining 20% is owned by Hal Roach Studios, principally owned by Gaba and Earl Glick, chairman. Hal Roach Studios is principally involved in recolorization of old films.

News-Press and Gazette Co. of St. Joseph, Mo., bought WECT(TV) Wilmington, N.C. (ch. 6, NBC), from Atlantic Telecasting Broadcasting Corp. for $30 million. Atlantic is headed by J.S. Brodie, chairman, and Dan D. Camera, president, and has no other broadcast interests. News-Press publishes daily morning and evening newspapers in St. Joseph, Mo., and owns a cable system there in addition to a station group of five TV's. It is owned by David R. Bradley and family.

Rupert Murdoch's Fox Television Inc. added another major market to his fledgling network when it purchased WXNE(TV) Boston (ch. 25, independent) from CBN Continental Broadcasting Network for approximately $28 million, bringing Fox's total to seven TV's. CBN is a Virginia Beach, Va.-based group of one FM and two TV's headed by evangelist and sometime presidential candidate, Pat Robertson.

Diversified Communications made two large purchases in 1986: WDAU-TV Scranton, Pa. (ch. 22, CBS) from Southeastern Capital Corp. for $22.8 million and WCTI(TV) New Bern, N.C. (ch. 12, ABC) from Heritage Broadcasting Co. for $22.5 million. Southeastern is principally owned by Terry Considine and has no other broadcast interests. Heritage Broadcasting is owned by Mario Iacobelli and Robert Smith. Diversified is based in Portland, Me., and owns a group of one AM, one FM and four TV's. It is principally owned by Horace Hildreth and family and is 20% owned by Heritage Communications (not associated with the seller), a Des Moines, Iowa-based, publicly traded station group and cable MSO. Diversified Communications also owns six cable systems in New England and publishes *National Fishermen* and *Seafood Business Report*. Heritage Broadcasting Co. also bought WXXA-TV Albany, N.Y. (ch. 23, independent), from Albany TV-23 Inc. for $10,100,000. TV-23 is a partnership of William L. Seidman, Orion Pictures Corp., Carl Touhey, Raymond Schuyler, film director Arthur Penn, Norman Hurd, Richard L. Dunham and general manager James D. Boaz.

Forward Communications Corp., Wausau, Wis.-based station group of four AM's, four FM's and four TV's owned by Morristown, N.J.-based investment firm headed by former Treasury Secretary William E. Simon, and Raymond Chambers, sold KOSA-TV Odessa, Tex. (ch. 7, CBS), to International Broadcasting Corp. for $20,150,000. Forward also purchased an interest in Outlet Communications (see groups) and sold WKAU-AM-FM Kaukauna, Wis., for $1.5 million (see combos). International is owned by Thomas K. Scallen, president (18.3%), and approximately 2,052 stockholders of less than 1% each. It sold KTAB(TV) (ch. 19, CBS), Abilene, Tex., to Shamrock Broadcasting Inc. for $15,750,000 (see above).

Citadel Communications Co., a New York-based group of three TV's principally owned by Phillip J. Lombardo, grew larger when it bought WHBF-AM-FM-TV Rock Island, Ill. (ch. 4, CBS), from Ann Potter DeLong and family, who have no other broadcast interests, for $21 million. It spun off the AM-FM combination in January 1987, to Roth Broadcasting. Citadel also bought WMGC-TV Binghamton, N.Y. (ch. 34, ABC), from Phillip D. Marella, who has no other broadcast interests, for $5 million.

Brothers John and Roger Noel sold their only stations, KLEW-TV Lewiston, Idaho (ch. 3, CBS), and KIMA-TV Yakima (ch. 29, independent) and KEPR-TV Pasco (ch. 19, CBS), both Washington, to Retlaw Enterprises Inc. for $17 million. Retlaw is a Fresno, Calif.-based group of two TV's owned by Lillian B. Disney, widow of Walt Disney, and family. Disney's son-in-law, Ronald W. Miller, bought KVIQ(TV) Eureka, Calif. (ch. 6, ABC), for $3.9 million, from Leah McConnell and her husband, Carl, who have no other broadcast interests. Miller was the station's general manager. Disney's nephew, Roy E. Disney, owns Shamrock Broadcasting Inc.

Hugh E. Davis sold his only stations, KNDO(TV) Yakima (ch. 23, NBC) and satellite KNDU(TV) Richland, both Washington (ch. 25, NBC), to Beam Communications Inc. for $16,250,000. Beam is a Key Biscayne, Fla.-based group of six TV's owned by Frank Beam.

Harriscope Broadcasting Corp. sold KBAK-TV Bakersfield, Calif. (ch. 29, ABC), to Burnham Broadcasting Corp. for $15 million and KULR-TV Billings, Mont. (ch. 8, ABC) and KTWO-TV Casper, Wyo. (ch. 2, ABC) to Wooster Republican Printing Co. for $12,200,000. Harriscope is a Los Angeles-based group of one AM and one TV principally owned by Burt I. Harris. Burnham is a Chicago-based group of five TV's principally owned by Peter Desnoes and five others. Wooster is a subsidiary of Dix Communications, Wooster, Ohio-based station group of three AM's, three FM's and two TV's principally owned by Al Dix and family. It also publishes seven newspapers in Ohio and owns cable systems in Woodland Park, Colo., and Gouverneur, N.Y. Wooster also bought WFUZ(FM) Ocala, Fla., for $4 million (see FM's).

KTMA-TV Minneapolis (ch. 23, independent) was sold to Donald H. O'Connor, station's general manager, for $13.8 million from United Cable TV Corp., Denver-based cable MSO serving nearly one million subscribers. It is headed by Gene W. Schneider.

Chester and Naomi Smith, who own KCSO-TV Modesto, Calif., and KREN-TV Reno, sold KCBA-TV Salinas, Calif. (ch. 35, SIN), to Ackerly Communications, for $13.1 million cash. The Seattle-based buyer group of two AM's, one FM and four TV's and outdoor advertising firm is owned by Barry Ackerly, owner of the Seattle Supersonics professional basketball team.

Stauffer Communications, publicly traded Topeka, Kan.-based newspaper publisher, cable operator and station group of four AM's, three FM's and three TV's headed by Stanley H. Stauffer, bought KCWY-TV Casper (ch. 14, CBS, ABC) and its satellites, KOWY(TV) Lander (ch. 5, CBS, ABC) and KWWY(TV) Rock Springs, all Wyoming (ch. 13, CBS, ABC), from Rocky Mountain Network Inc. for $3.5 million. Rocky Mountain is owned by Daniel M. Burke, M. Joseph Burke, Henry Ort and Franklin Brown. Burkes are no relation to Alfred T. Burke, who owns Burke Broadcasting, which sold KYCU-TV Cheyenne, Wyo. (ch. 5, CBS, NBC); KSTF-TV Scottsbluff, Neb. (ch. 10, CBS, NBC), and KTVS-TV Sterling, Colo. (ch. 3, CBS, ABC and NBC), to Stauffer for $13 million. Longview, Tex.-based Burke Broadcasting, a group of one AM and two FM's, also sold its last TV, KGNS-TV Laredo, Tex. (ch. 8, NBC), to ProServ Broadcasting for $5 million. ProServ is owned by Donald Dell, Robert Briner, Raymond S. Benton, David P. Bagliebter and three others. Dell is chairman and Benton president of ProServ Inc., Washington-based professional tennis and sports management representation firm. Briner is president of ProServ TV, Dallas-based subsidiary that produces sports programing for cable and syndication. Bagliebter is parent company's general counsel.

WPTY(TV) Memphis (ch. 24, independent) was sold by Precht Communications to Chase Broadcasting of Memphis Inc. for $12.5 million. Robert H. Precht also owns KECI(TV) Missoula, KTVM(TV) Butte and KCFW(TV) Kalispell, all Montana, and KIEM-TV Eureka, Calif. David T. Chase, who also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WSYR(FM) Stamford, both Connecticut, owns Chase Broadcasting. It also bought KGLD(AM) St. Louis and KWK(FM) Granite City, Ill., for $6.9 million (see combos).

Price Communications bought KSNF(TV) Joplin, Mo. (ch. 16, NBC), for $11.8 million from George and Wilda Hatch, owners of Salt Lake City-based group of five AM's, five FM's and seven TV's. Price is a publicly owned, New York-based group of nine AM's, nine FM's and three TV's, principally owned by Robert Price, president. It also bought KOB-AM-FM Albuquerque, N.M., from Hubbard Broadcasting for $16.5 million (see combos) and WKSE(FM) Niagara Falls (Buffalo) N.Y., from Porter Communications Corp. for $2,450,000 (see FM's).

KTXS-TV Sweetwater (Abilene), Tex. (ch. 12, ABC), was sold by Southwest Multimedia Corp., a Houston-based group of four TV's owned by Billy Goldberg and media broker Lester Kamin, to Lamco Communications Inc. for $11,740,000. Southwest Multimedia (SWMM) also bought KTGC(TV), a construction permit in Nederland, Tex., for assumption of liabilities and KWKT(TV) Waco, Tex., for $536,900, plus assumption of $375,000 notes. Lamco is a closely held Williamsport, Pa.-based station group of one AM, one FM and two TV's headed by Andrew W. Stabler, chairman. It is the former publisher of *Grit* magazine.

Harold C. Crump, former president of H&C Communications Inc., was joined by David S. Allen, president of Petry Television, New York-based station representative, to buy KDRV(TV) Medford, Ore. (ch. 12, ABC), for $9 million from a group headed by Dunbar Carpenter, president, with no other broadcast interests.

Virginia Broadcasting Corp. sold WVIR-TV Charlottesville, Va. (ch. 29, NBC), to Waterman Broadcasting Co. for $8,694,548. Virginia Broadcasting was owned by Charles E. Echols and 34 others; it has no other broadcast interests. Bernard E. Waterman and his wife, Edith, also own WBBH-TV Fort Myers, Fla., and KTSA(AM)-KTFM(FM) San Antonio, Tex.

Mary F. Hulman and family, owners of the Indianapolis Motor Speedway, bought WBSP(TV) Ocala, Fla. (ch. 51, independent), from Big Sun Television Inc. for $7,010,000. Big Sun is principally owned by Norman Savey and family who have no other broadcast interests. The Hulman family also owns WTHI-AM-FM-TV Terre Haute, Ind.

Morris Newspaper Group, Savannah, Ga.-based newspaper publisher owned by Charles H. Morris, bought WDHN(TV) Dothan, Ala. (ch. 18, ABC), and WVGA(TV) Valdosta, Ga. (ch. 44, ABC), from Hi-Ho Television Inc., owned by the estate of F. Frances D'Addario, which has no other stations, for $6.6 million. Morris also owns WMGT(TV) Macon, Ga. It had also owned KSLE(AM) Seminole, Okla., but sold it to One Ten Broadcast Group for $375,000.

Joseph L. Brechner, partner in John Kluge's original investment in radio, WGAY(AM) Silver Spring, Md., later sold, bought KLDH-TV Topeka, Kan. (ch. 49, ABC), from Larry D. Hudson for $6.5 million. Brechner now has interests in WMDT(TV) Salisbury, Md., and WKFI(AM)-WSWO(FM) Wilmington, Ohio. Hudson is the owner of St. Louis cable systems.

O. Wayne Rollins, R. Randall Rollins and G. Russell Chambers bought KLAX(TV) Alexandria, La. (ch. 31, ABC) from Cypress Communications Corp. for $6 million. Cypress is principally owned by Ben D. Johnson and James C. Richards, president. Johnson also owns WXOK(AM) Baton Rouge. Rollinses are former owners of Rollins Communications Inc., Atlanta-based group of five AM's, one FM and four TV's and cable MSO, sold to Heritage Communications (see groups).

Woody Sudbrink added to his growing portfolio of TV properties when he bought WSTG(TV) Providence, R.I. (ch. 64, independent), from Providence Television Ltd. Partnership, owned by James D. Moore and Steven J. Pruett, who have no other broadcast interests, for $5,850,000 and WTLL(TV) Richmond, Va. (ch. 63, independent) from National Capital Christian Broadcasting Inc. for $3 million. Seller of WTLL was owned by Lester Raker and his wife, Kaetta, who still own WTKK(TV) Manassas, Va. Sudbrink owns a Del Ray Beach, Fla.-based group of four AM's, one FM and five TV's. He also bought WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C., and sold KBCQ(AM)-KCKN(FM) Roswell, N.M., separately for less than $1 million.

The Amaturo Group Inc., which sold most of its properties to Keymarket Communications last year, sold its last station, KBGT-TV Albion, Neb. (ch. 8, independent), to Citadel for $3 million. The group owns no other broadcast properties, but Joseph Amaturo, individually, owns WJQY(FM) Fort Lauderdale, Fla. Citadel made other television buys (see above).

WSVI(TV) Christiansted, St. Croix, V.I. (ch. 8, ABC, NBC), was sold to Group III Broadcasting Inc., subsidiary of Commonwealth Corp., Nashville-based financial services company, headed by Gordon Smith, for $4 million. WSVI is owned by Baraket Saleh, who also owns WSJU(TV) San Juan, P.R. WSVI was to be sold to ELF Communications last year for $4,350,000, but that sale fell through. Gordon Smith, who sold WWKS-FM Gallatin (Nashville), Tenn., for $6.6 million (see FM's), also bought KFH(AM)-KLZS(FM) Wichita, Kan., for $5 million (see combos).

Resort Broadcasting Inc., owned by Henry J. Guzewicz, chairman; Richard J. Eberle; Robert A. Farrington, and four others (not to be confused with the Resort Broadcasting that was sold to TelStar Inc. [see groups], or the Resort Broadcasting that bought KGMJ(FM) Eagle, Colo. [see FM's]) bought KTVZ(TV) Bend, Ore. (ch. 21, CBS, NBC), from Ponderosa Television Inc. for $3.9 million. Ponderosa is a subsidiary of Sierra Cascade Communications Inc., Medford, Ore.-based group of one AM, three FM's and one TV, principally owned by George R. Johnson.

Le SEA Inc., a nonstock corporation headed by Lester Sumrall, bought KTCT(TV) Tulsa, Okla. (ch. 47, independent), for $3.4 million. It also owns WHME-FM-TV South Bend, Ind., WHMB(TV) Indianapolis and international broadcast station WHRI Noblesville, Ind. KTCT owned by Coit Drapery and Cleaners Inc., owned by Louis J. Kearn and family, while also has an interest in KRDZ(AM) Granby, Colo. Le SEA also bought KDSC-TV Honolulu for $825,000 and WKRW-TV Kenosha, Wis., for $100,000.

Hal Protter sold his last station, KVHP(TV) Lake Charles, La. (ch. 29, independent), to Marvin Gorman Ministries Inc. for $2.9 million. Protter sold WNOL(TV) New Orleans to TVX Corp. last year. Marvin E. Gorman heads the nonprofit corporation that bears his name and also owns KNHH(TV) Houma, La., and has an interest in KPWS(AM)-KAJN(FM) Crowley, La.

John Smart, former chairman of Esquire Inc., sold his only station, KECY-TV El Centro, Calif. (ch. 9, CBS), to First National Entertainment Corp. for $2,350,000. First National is headed by Irving Brand, president. It also owns KFNB-TV Casper, KFNE-TV Riverton and KFNR-TV Rawlins, all Wyoming.

Robert R. Bingham, who sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and also sold KBRO(AM) Bremerton (see AM's) and KHIT(FM), Bremerton (see FM's) and briefly had no other stations, bought KCWT-TV Wenatchee, Wash. (ch. 27, independent), from KCWT Ltd. Partnership, principally owned by Jerry R. Martin, for $2.3 million.

Adam C. Powell III, son of the late Congressman Adam Clayton Powell Jr. (D-N.Y.), sold his only station, KDTX(TV) Dallas (ch. 58, CP), to Trinity Broadcasting of Texas Inc. for $1.6 million. Trinity is a Santa Ana, Calif.-based nonprofit station group of 12 TV's headed by Paul F. Crouch.

Chronicle Broadcasting Co., San Fransisco-based group of five TV's headed by Frances A. Martin, president, bought KLBY(TV) Colby, Kan. (ch. 4, independent), from Channel 4 Broadcasting Ltd., equally owned by Sam A. Lunsway, Richard L.

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Epard, Benjamin L. Keller and Ivan J. Stienle, for $1,382,000. Chronicle Broadcasting is a subsidiary of Chronicle Publishing Co., publishers of the *San Francisco Chronicle*.

FM's

FM stand-alone sales continued strong in 1986—213 FM stations were sold for $624,925,913 at an average price of $2,886,976.12. However, that average price is deceiving—especially for major-market outlets—since more than half of those sales (114) were for less than $1 million, 111 were less than $900,000, half were less than $800,000, 89 were less than $500,000, 55 were less than $250,000 and 35 were less than $100,000. The sales below $1 million had an average price of $292,749. The sales above $1 million (101), total $581,547,300, with an average price of $5,757,894.05; they are recounted below:

Infinity Broadcasting Corp. set the record for the largest FM stand-alone sale when it bought KROQ-FM Pasadena, Calif., from Mandeville Broadcasting Corp. for $45 million. Mandeville was owned by Kenneth J. Roberts, a Los Angeles talent promoter, who has no other broadcast interests. Infinity is a New York-based group of four AM's and six FM's owned by Michael A. Weiner, chairman; Gerald Carrus, president, and Mel Karmazin and Gary Rodriguez. It sold KCBQ-AM-FM San Diego for $12.2 million (see combos). Infinity also had the second largest buy last year when it purchased WQYK(FM) St. Petersburg, Fla., from Lake Huron Broadcasting Corp. for $27 million. William J. Edwards and Howard Wolfe, who own Lake Huron, also sold KRBE-AM-FM Houston to Susquehanna Broadcasting Co. for $25 million (see combos) and now have no other broadcast interests. Infinity also bought WBMW(FM) Manassas, Va., for $13 million from EZ Communications Inc., a Fairfax, Va.-based group of four AM's and 12 FM's principally owned by Arthur Kellar, chairman. It purchased Affiliated Publication's radio stations (see groups).

LIN Broadcasting sold WUSL(FM) Philadelphia to Tak Communications for $32 million. LIN Broadcasting got out of radio business when it sold three AM's and three FM's to Heritage Communications for $23 million (see groups) and also sold WFIL(AM) Philadelphia (see AM's).

American Media Inc., a San Francisco-based radio group owned by Art Kearn, chairman, and Alan Beck, president, sold WLIF(FM) Baltimore to JAG Communications Inc. for $25,045,000. American bought the station in September 1984 for $5.75 million. It also bought WDJO(AM)-WUBE (FM) Cincinnati (see combos) from DKM Broadcasting Corp. for $9.8 million. JAG is a New York-based group of three AM's and three FM's principally owned by WOR(AM) New York radio personality John A. Gambling. It also bought WWWZ(FM) Summerville (Charleston) S.C., from Millenium Communications for $2 million. Mellenium is principally owned by Robert Harrison, who also owns WELP(AM)-WTLT(FM) Easley, S.C.

S&F Communications, owned by Stephen Seymour and Stuart Frankel, which purchased Abell Communications in March 1985, sold the last stations in the group, WNVZ(FM) Norfolk, Va., and WMKR-FM Baltimore, to Capitol Broadcasting Co. for just under $25 million. Capitol is a Raleigh, N.C.-based group owner of two AM's, six FM's and one TV, and is principally owned by James F. Goodmon.

Capitol also sold KISS(FM) San Antonio, Tex., to Noble Broadcast Corp. for $13 million, which also bought KRNN(AM) Terrell Hills, Tex., to go with it for $2 million (see AM's). Noble also bought WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for $30.5 million (see combos) and WGBB(AM) Freeport, and WBAB-FM Babylon, both New York, from The All-Island Radio Co. for $12,975,000 (see combos). Noble, headed by John T. Lynch, also operates XE-TRA- AM-FM Tijuana, Mexico, and last year sold KJOI(FM) Los Angeles for a then-record $43.5 million.

Noble also bought WSSH-FM Lowell, Mass. for $19.5 million from WLLH Inc., principally owned by Arnie Lerner with Myer Feldman, Feldman's wife, Adrienne Arsht and three others. WLLH Inc. owns co-located WLLH(AM) and has interests in Ardman Broadcasting which made several large purchases last year (see combos and groups).

Sky Broadcasting Co. bought WPEG(FM) Concord, N.C., from Suburban Radio Group for $16 million. Suburban is a Belmont, N.C.-based group of four AM's and four FM's headed by William Rollins and Robert R. Hilker, president. Sky is principally owned by Foster Management, principally owned by John H. Foster, Michael J. Connelly and Dennis Israel. Sky owns WGY(AM)-WGFM(FM) Schenectady, N.Y., and has also bought WNYR(AM)-WEZO(FM) Rochester, N.Y. (see combos). Sky President Dennis Israel was replaced by former Gannett radio division head, Joe Dorton, in January of this year.

Keymarket Communications bought KOKE-FM Austin, Tex., for $15 million from Iva Lea Worley Barton and her son David, Worley, who also own co-located KOKE(AM). Keymarket is a North Augusta, S.C.-based group of five AM's and nine FM's principally owned by Kerby Confer and Paul Rothfuss. It also bought KROS(AM)-KSAY(FM) Clinton, Iowa, for $838,000, WIGL(AM) Augusta, Ga., for $150,000, and KZZE-FM Poteau, Okla., for assumption of liabilities. Keymarket also bought WHKY(FM) Hickory, N.C., from Joyner Communications Inc. for $4.4 million. Joyner purchased the station in 1985 for $2.4 million from Jeff Long, and his father, Tom Long, who also owns co-located WHKY-AM-TV. Joyner bought

DECEMBER, 1986

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C.V.L. Broadcasting, Inc.

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◆

The undersigned represented the Seller:

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WAZZ(FM) New Bern, N.C., from We Care Ministries Inc. for $1.5 million. We Care is owned by L. Brent Hill, who also owns co-located WRNB(AM). Joyner also bought WDVA(AM)-WJLC-FM South Boston, Va., from Faver Broadcasting for $2.3 million and KGTN-AM-FM Georgetown, Tex., for $5 million (see combos), and sold WLDS(AM)-WYMG(FM) Jacksonville, Ill., and WLRW(FM) Champaign, Ill., to Saga Communications of Illinois Inc. for $5,300,000 (see groups). Joyner already owned WZFX-FM Fayetteville, N.C.

TransCOM Ltd., a Phoenix-based group of three AM's and three FM's principally owned by Robert Herpe and Eric Hauenstein, sold KLZI(FM) Phoenix to Duffy Broadcasting for $15 million. Duffy is a Dallas-based group of three AM's and five FM's principally owned by Robert Duffy and Martin Greenburg. Duffy also bought KONO(AM)-KITY(FM) San Antonio, Tex., for $11 million from Jack Roth, who has no other broadcast interests, and sold KCNR(AM) Portland, Ore., to Gothis Broadcasting Corp. for $425,033.28.

Tichenor Media Systems Inc., which thought it had the largest AM buy of the year when it tried to buy WADO(AM) New York, for $20 million, a sale still enclosed (see AM's), also bought WOJO(FM) Evanston, Ill., from Jim and Jane Hall, who have no other broadcast interests, for $14 million. The Harlingen, Tex.-based Tichenor is a group of six AM's and two FM's owned by McHenry Tichenor and family.

Midwestern Communications Ltd. sold WZPL(FM) Greenfield, Ind., to Booth American Co., a Detroit-based group of four AM's and eight FM's owned by John L. Booth and family, for $13 million. Midwestern is owned by William Yde, brothers George and Reg Johns and Richard D. Horner. Booth also bought WGER-FM Bay City, Mich., from Gerity Broadcasting Co. for $4 million. Gerity is principally owned by John J. Murtagh. It also owns a Bay City cable system. And Booth also sold WIOG(FM) Saginaw, Mich., to F-B Communications for $2,225,000. F-B is owned by Jack FitzGerald, Kim Bene, Guyon Turner and David Schaller. FitzGerald is the operations manager at WTVN(AM) Columbus, Ohio. Bene is promotion and news director at WXFL-TV Tampa, Fla. Turner is chief executive officer at WOLF-TV Scranton, Pa., and, with Schaller, has interest in WJCK-TV Watertown, N.Y.

KKCW(FM) Beaverton, Ore. was sold by Heritage Broadcasting to Trumper Communications for $7.5 million. Heritage also bought WISE(AM)-WKSF(FM) Asheville, N.C. (see combos). Jeff Trumper, former general manager of WLS-AM-FM purchased WSOY-AM-FM Decatur, Ill., and WLAP-AM-FM Lexington, Ky. (see groups).

Shamrock Broadcasting Co. bought KGOL(FM) Lake Jackson, Tex., for $13 million from John Frankhauser and Jack Rich who have no other broadcast interests. The Burbank, Calif.-based Shamrock sold KITV(TV) Honolulu and satellites, KMAU(TV) Wailuku and KHVO(TV) Hilo, both Hawaii, to Tak Communications for $50 million, and bought KTAB(TV) Abilene, Tex., for $15,750,000 from Thomas K. Scallen who purchased KOSA(TV) Odessa, Tex., for $20,150,000 (see TV's). Shamrock is a group of four AM's, seven FM's and three TV's, principally owned by Roy Disney and family.

Alexander Broadcasting Co., owned by Lester Smith, who also owns KJRB(AM)-KEXE(FM) Spokane, Wash., sold KISW(FM) Seattle to Nationwide Communications Inc. for $12,950,000. Nationwide is a subsidiary of a Columbus, Ohio-based insurance company, Nationwide Mutual Insurance Co. It owns five AM's, 10 FM's and four TV's and is headed by Clark Pollock, president.

Daniel Cantor and Linda Jubert, who have no other broadcast interests, sold WTPI(FM) Indianapolis to The Somerset Group Inc. for $8.5 million. Somerset is a publicly held manufacturer of construction supplies, principally owned by Robert H. McKinney and E. Kirk McKinney. After the purchase it merged its broadcasting division with Composite Communications, owner of WLTP(AM) Parkersburg, W.Va., and WNUS-FM Bel Pre, Ohio, forming Somerset Broadcasting Inc., 80% owned by Somerset and 20% owned by Composite, which is principally owned by John Patton, president, and four others.

Norman S. Drubner bought WNFI(FM) Palatka, Fla., from Ronette Communications Corp. for $8.5 million. Ronette is owned by Carl Como Tutera and Ronald Samuels. Drubner owns WNLC(AM)-WTYD(FM) New London, Conn., and WPAP(AM) Panama City, Fla. Drubner also bought WCOA(AM)-WLJQ(FM) Pensacola, Fla., from Summit Communications for $5.5 million (see combos). With Samuels and Tutera, Dubner also bought KIVA(FM) Santa Fe, N.M., from Frederic W. Constant for $1.9 million. Constant is a Portland, Ore.-based group of two AM's and four FM's principally owned by Frederic W. Constant. Drubner also bought KRIX(FM) Brownsville, Tex., from H&H Communications Inc. for $900,000.

Jacor Communications Inc. bought WEBN(FM) Cincinnati from Frank E. Wood for $8 million cash and one million shares of Jacor common stock (representing 14.54%). Wood became president of Jacor and also sold his other station, WQMF(FM) Jeffersonville, Ind., to John P. Otting, former WQMF general manager, for $5 million. Publicly owned, Cincinnati-based Jacor is a group of five AM's and five FM's headed by Terry Jacobs, chairman. It also bought WLW(AM)-WSKS(FM) Cincinnati, WYHY(FM) Nashville and WSEV(AM)-WMYU(FM) Knoxville, Tenn., from Republic Broadcasting for $34 million (see groups). Jacor asked the FCC for a temporary waiver to divest WURD(FM) Georgetown, Ohio, which has a signal contour overlap with WEBN. Jacor spun off WSKS(FM) to Reams Broadcasting Co. for $4.3 million. Frazier Reams owns the Toledo-based group of three AM's and three FM's.

Daniel R. Lee, owner of WSBC(AM)-WXRT(FM) Chicago, and Seth Mason, general manager of WXRT, bought WAGQ(FM) Athens, Ga., from Diamond Broadcasting Inc., owned by C.A. McClure and F.K. Brown, for $8 million. Diamond also owns WRCG(AM)-WCGQ(FM) Columbus, Ga., and

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WCHK-AM-FM Canton, Ga.

Beck-Ross Communications Inc. bought WSNE(FM) Providence, R.I., from Wilks-Schwartz Broadcasting for $7.5 million. Michael Schwartz and Donald Wilks own the East Longmeadow, Mass.-based group of two AM's and five FM's. Beck-Ross is a Rockville Centre, N.Y.-based group of two AM's and four FM's principally owned by Martin F. Beck and George Ross. Wilks-Schwartz also bought WMLO(FM) Sarasota, Fla., from Robert M. Weeks for about $2.4 million. Weeks also owns WMFJ(AM) Daytona Beach, Fla.

Robert A. Forrest, owner of KOGO(AM)-KBBY(FM) Ventura, Calif., bought WAYV(FM) Atlantic City from Robert F. McMurtrie, Thomas F. Donatucci and Carl G. Monk to Forrest New York Co. Inc. for $7 million.

Cosmos Broadcasting Corp. sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for $7 million. Cosmos sold its last radio property, WIS(AM) Columbia, S.C., to Ridgely Communications Inc. for $2 million (see AM's). It also bought KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark., from Channel Communications (see TV's) and sold WQRF-TV Rockford, Ill., to Family Group Broadcasting for $4,200,000 (see TV's). York, Pa.-based Susquehanna is a group of six AM's and nine FM's principally owned by Louis J. Appell and family.

Fred Godley and Mason Starring sold WHOM(FM) Mount Washington, N.H., to Northland Broadcasting Inc. for $7 million. Northland is a subsidiary of Newbarnstable Corp., Boston-based group of three AM's and three FM's, owned by Alfred J. Kaneb.

Stoner Broadcasting System bought WBYU(FM) New Orleans from Swanson Broadcasting Inc. for $7 million. Swanson is a Tulsa, Okla.-based station group of two AM's and two FM's, principally owned by Gerock Swanson. Tom Stoner owns the Des Moines, Iowa-based station group of six AM's and eight FM's.

Inner City Broadcasting bought KSAQ(FM) San Antonio, Tex., from C&W Wireless Inc. for $6.7 million from Hal S. Widsten and Ron Campbell. Inner City is owned by brothers, Pierre and Alexander Sutton, who own New York-based group of five AM's and five FM's and a cable MSO. It also sold KGFJ(AM) Los Angeles to William Shearer, the station's general manager, for $4.5 million (see AM's).

Gordon Smith sold WWKX(FM) Gallatin, Tenn., to Capitol Broadcasting Corp. for $6.6 million. Smith also bought WSVI(TV) Christiansted, St. Croix, V.I., for $4 million (see TV's) and bought KFH(AM)-KLZS(FM) Wichita, Kan., for $5 million (see combos). Capitol Broadcasting is a Mobile, Ala.-based group of one AM and six FM's principally owned by Kenneth S. Johnson, president.

Bob Bingham, who sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and KBRO(AM) Bremerton, Wash., to Everest Broadcasting Corp. for $1,330,000 (see AM's) sold its last station, KHIT(FM) Bremerton, Wash., to Gannett Co., for $6.5 million. Gannett is the Arlington, Va.-based multimedia concern with seven AM's, seven FM's and eight TV's headed by John J. Curley, president and chief executive officer. It publishes 91 daily newspapers, including *USA Today*, 40 weeklies and owns an outdoor advertising company. Gannett also bought KCMO(AM)-KBKC(FM) Kansas City, Mo., for $11.2 million (see combos) and just sold WCZY-AM-FM Detroit to Sky Broadcasting (BROADCASTING, Feb. 2).

Catherine T. McSwain and family sold WZXI(FM) Gastonia, N.C., to Beasley Broadcasting for $6.1 million. The McSwains also own WGNC(AM)-WFGN(AM) Gaffney, S.C. George Beasley owns the Goldsboro, N.C.-based group of seven AM's, 11 FM's and one TV. Beasley also sold WTIP(AM)-WVSR(FM) Charleston, W.Va., for $3,250,000 (see combos).

The Pete Pappas Co. sold KHOP(FM) Modesto, Calif., to Fuller-Jeffrey Broadcasting Companies Inc. for $6 million cash. Bessie Pappas, widow of Pete Pappas, and her brother-in-law, Mike Pappas, also own KTRB(AM) Modesto. Fuller-Jeffrey is owned by Robert Fuller and Joseph Jeffrey Jr. and is based in Sacramento, Calif. The company owns three AM's and seven FM's. It also bought KSCO-AM-FM Santa Cruz, Calif., for $2,750,000 (see combos) and KFMF(FM) Chico, Calif., from Jeffrey J. Kragwood and Ronald M. Woodward for $1.2 million. It

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also bought KMRY(AM) Des Moines, Iowa, from Jon Enoch for $400,000.

Jay Hoker, who also owns WCFX(AM) Kansas City, Mo., and WLLT-FM Cincinnati, bought WCRJ-FM Jacksonville, Fla., from Justice Broadcasting Corp. for $6 million. Justice is owned by Lawrence K. Justice who also owns WCIB(AM) Falmouth, Mass. He also bought WQEZ-FM Fort Myers, Fla., from Ronald E. Pierce for $3.5 million. Justice also bought WMYF(AM)-WERZ(FM) Exeter, N.H. (Portsmouth), for $5 million (see combos) and sold WCRJ(AM) Jacksonville, Fla., for $380,000.

Western Cities Broadcasting bought KLMO-FM Longmont, Colo., from William G. Stewart for $5.5 million. Western Cities is owned by Richard C. Phalen. It sold all of its stations to Nationwide Communications Inc. two years.

George A. Baron, John Q. Hearne and Deane Funk, who have no other broadcast interests, sold KSRF(FM) Santa Monica, Calif., to Radio Broadcasters Inc. for $5,250,000. Radio Broadcasters is a subsidiary of Best Communications, owned by Jack L. Siegal. It owns KNTF(FM) Ontario, Calif.

Christopher Hubbard sold WGYL(FM) Vero Beach, Fla., to Treasure Coast Broadcasting Co. for $4.5 million. Treasure Coast is principally owned by Gregory D. Bone. It also has an interest in WQRC(FM) Barnstable, Mass.

Sage Hispanic Broadcasting Corp. bought WLVH(FM) Hartford, Conn., from WLVH Inc. for $4.5 million. WLVH is principally owned by Jose Grimalt, who also has interest in WKSQ(AM) Newark, N.J., and KSKQ(AM) Los Angeles. Sage, owned by Leonard I. Fassler, Gerald A. Poch, Gerald M. LeBow and 16 others, owns seven AM's and six FM's. Sage also bought Sentry Insurance Company's Sentry Broadcasting stations—WXYQ(AM)-WSPT(FM) Stevens Point, Wis.; WJJK(AM)-WBIZ(FM) Eau Claire, Wis.; WTAX(AM)-WDBR(FM) Springfield, Ill., and KMNS(AM)-KSEZ(FM) Sioux City, Iowa—for $8,150,000 (see groups) and WKOL(AM)-WMVQ(FM) Amsterdam, N.Y., and WBSM(AM) New Bedford, Mass., from Michael Metter, for $2,325,000 (see groups). Sage already owned WNAQ(AM) Naugatuck, Conn. (Waterbury), and WZFM(FM) Briarcliff Manor, N.Y. (White Plains).

Kenneth L. Dowe sold his only station, KLZE(FM) Los Altos, Calif., to Minneapolis-based Parker Companies for $4.3 million. Parker is owned by John Parker and his wife, Kathleen. It also owns KIKI(AM)-KMAI(FM) Honolulu, KTCJ(AM)-KCTZ-FM Minneapolis and KXTZ(FM) Henderson, Nev. It also bought KAHI(AM)-KHYL(FM) Auburn, Calif., for $8 million (see combos).

KMGX-FM Hanford, Calif., was originally sold by Western Sun Communications to ABS Communications Inc. for $4,220,000, but that deal fell through, and the station was sold to Olympic Broadcasting Corp. for $2,880,000. Western Sun is principally owned by Ellen Adelstein, who also owns KMFL(FM) Nampa, Idaho, and is a general partner of KSKN(TV) Spokane, Wash. Olympic is a Seattle-based group of five AM's and seven FM's principally owned by James D. Ireland, chairman; Robert E. Yaw, director, and Ivan Braiker, president.

Southern Starr Broadcasting Group, Orlando, Fla.-based group of two AM's and five FM's principally owned by Peter H. Starr, sold WTID(FM) Suffolk, Va., to Downs Radio of Virginia for $4,140,000. Southern Starr also bought KABS(AM)-KADL(FM) Pine Bluff, Ark., from Jefferson County Broadcasting Co. for $1.2 million (see combos). Downs is owned by Paul H. Downs, William H. Sanders, Henry Posner and two others. It also owns WQIM(FM) Prattville, Ala. Posner also owns WRGT-TV Dayton, Ohio. Downs also sold WRKB(AM)-WJZR(FM) Kannapolis, N.C., to Metroplex Communications for $6 million (see combos).

Union Theological Seminary, a Richmond, Va.-based educational institution with no other broadcast interests, headed by Dr. Hartley Hall, president, sold WRFK(FM) Richmond, Va., to Paul T. Lucci and Wayne G. Souza for $4.1 million. Lucci is general manager of WNVZ(FM) Norfolk, Va. Souza is a Virginia Beach, Va.-based attorney.

Ralph Tyler sold his only station, KEBC(FM) Oklahoma City, to Van Wagner Broadcasting for $4 million. Van Wagner is owned by Jason Perline. It also owns WXCM(AM)-WIBM-FM Jackson, Mich.

John J. Shepherd, John P. Reilly and Grant J. Gruel, owners of WXMI(TV) Grand Rapids, Mich., bought WWKI(FM) Kokomo, Ind., from B.G.S. Broadcasting Inc., owned by Donald R. Rice and James L. Gregg, who also own WWKI-TV Kokomo, Ind. The price was $3.9 million.

Saga Communications, the newly formed company that purchased Josephson Communications radio stations (see groups) spun off WZKC(FM) Rochester, N.Y., to First Valley Broadcasting Co. for $3.7 million. Saga is a group of two AM's and four FM's headed by Ed Christian, president. Saga also bought WLRL-FM Champaign, Ill., and WLDS(AM)-WYMG(FM) Jacksonville, Ill., for $5.3 million (see above and groups). First Valley is owned by Bob Dodenhoff and Dan Wachs. It also sold WOMP-AM-FM Wheeling, W.Va., to Porter Communications for $4.5 million (see combos).

Joe E. Russo; his daughter, Kathryn Hamilton; Judy A. Berry; Harold B. Klinger, and John E. Johnson, owners of D. Russo Companies, a Houston-based diversified real estate and financial services firm with hotel and banking interests, bought KLEF(FM) Seabrook, Tex., from Roy E. Henderson for $3,700,000 cash.

COMCO Inc. sold WKTK(FM) Crystal River, Fla., to Entercom Inc. for $3.6 million. COMCO is an Orlando, Fla.-based group of six AM's and two FM's principally owned by James Robinson, Joel Sharp and Walter Windsor. It also sold WAMR(AM)-WRAV(FM) Venice, Fla., to Hall Communications Inc. for $2.8 million (see combos). Entercom is a Bala Cynwyd, Pa.-based group of three AM's and six FM's principally owned by Joseph M. Field.

Santa Fe Communications and DeRance Inc., nonprofit Catholic Foundations, sold KLTH-FM Florissant, Mo., to Chester Broadcasting Corp. for $3.5 million. They also sold KIHS-TV Ontario, Calif., to Home Shopping Network, for $35 million (see TV's). They have no other broadcast interests. Chester is principally owned by Emmet A. Capstick. It also owns KXOK(AM) St. Louis.

Lewis Lloyd and Richard Borel, formerly, financial officer and vice president, respectively, of WHDH Corp., licensee of WHDH(AM) Boston, bought WXXX(FM) South Burlington, Vt., from John Hughes and his wife, Eve; Howard Ginsberg; Martin Chester; John C. Nichols, and H. Lawrence McCrorey for $3,250,000. The Hugheses also own WVNH(AM) Salem, N.H.

J.T. Milligan and James R. Martin bought WNKS(FM) Columbus, Ga., from Aylett B. Coleman for $3,250,000 cash. Coleman also owns WXLK(FM) Roanoke, Va. Milligan and Martin also own WPNX(AM) Phenix City, Ala.

Earle Fletcher and his son, John, owners of KOPY(AM)-KDSI(FM) Alice, Tex., sold KJNE-FM Hillsboro, Tex., to KWON Broadcasting for $3.2 million. R.J. Moran owns the Wichita Falls, Tex.-based group of three AM's and two FM's.

Stuart W. Epperson and Edward G. Attsinger, owners of Salem Communications, bought KHAA(FM) Port Sulphur, La., from B. Eric and Dean Rhoads who also own KEYY(AM) Provo, Utah., for $3.1 million. Rhoads also sold KLRZ(FM) Provo, Utah, for $1.6 million to Jerome Maltz, who also bought KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California, for $2.3 million (see combos). Salem also bought KPDQ-AM-FM Portland, Ore., for $6.5 million (see combos), KGER(AM) Long Beach, Calif., from John Brown Schools of California Inc. for $4,350,000 (see AM's) and KQIN(AM) Burien-Seattle, Wash., from All Pro Broadcasting for $2,770,000 (see AM's). Salem also sold KGNW(AM) Seattle to Park Broadcasting for $1,645,000 (see AM's).

Donrey Media sold KOCM(FM) Newport Beach, Calif., to Sam Rosenblatt for $2,950,000. Donrey is a Fort Smith, Ark.-based group of four AM's, three FM's and one TV and is owned by Donald W. Reynolds. It also publishes newspapers in 14 states and owns cable systems in four states. Rosenblatt is the president of Financial Capital of America Inc., a Miami-based investment firm. He was general manager of WTMI-FM Miami. Donrey also sold KORK(AM)-KYRK(FM) Las Vegas to Anchor Media Ltd. for $3,250,000 (see combos).

Gerry Patton sold KEZA(FM) Fayetteville, Ark., to RadioVision Partners Limited Partnership for $2,880,000. RadioVision is owned by Tony Gazzano, former sales manager at WLTS(AM)-WRMR(FM) Cleveland. It also bought WAZY(FM) Lafayette, Ind., from Richard Lightfoot for $2 million. Lightfoot has no other broadcast interests.

Leon A. Crosby, owner of WFAT(TV) Johnstown-Altoona, Pa., sold KBRG(FM) Fremont, Calif., to Radio America for $2,875,000 Radio America is owned by brothers, James Jay and Daniel Lee Villanueva. Daniel Villaneuva has an interest in low-power TV stations W14AA Arlington, Va., and K66BV Detroit. James Villaneuva has an interest in KXKX-FM Galveston, Tex. Their father, Daniel D. Villanueva, is vice president and 6% owner of Spanish International Communications Corp. (which was sold to Hallmark/First Capital [see groups]) and general manager of KMEX-TV San Antonio, Tex.

T.H. Dinerstein, owner of a Houston-based construction company, and his sons, Vincent and Jack Caltagirone, bought KNFO(FM) Waco, Tex., for $2,840,000 from John M. Borders, who has no other broadcast interests.

Terry A. McRight and Dr. Robert C. Mohr sold KKAT(FM) Ogden, Utah, to Browns Broadcasting Co. for $2.8 million. Browns is owned by Willet H. Brown, his son, Michael, and Phil Melrose. Browns own KPQP(AM)-KGB-FM San Diego, KXOA-AM-FM Sacramento and KYNO-AM-FM Fresno, all California. Melrose is group operations manager.

Richard C. Bell sold WJJB(FM) Hyde Park, N.Y., to station's general manager, Harry Gregor, for $2.8 million.

Robert W. (Woody) Sudbrink sold KPOI-FM Honolulu to Kilohana Broadcasting Inc. for $2.6 million. Sudbrink owns Delray Beach, Fla.-based group of four AM's, one FM and five TV's. Sudbrink bought WSTG(TV) Providence, R.I.; WTLL(TV) Richmond, Va., and WZGA(TV) Rome, Ga., and WSQY-TV Forest City, N.C. (see TV's), and sold KBCQ(AM)-KCKN(FM) Roswell, N.M., for $600,000. Kilohana is owned by Charles K. Cotton and three others. Cotton is former sales manager of KFMB-AM-FM San Diego.

TM Communications, which bought KECK(AM) and KLGT(FM) (formerly KHAT-AM-FM) Lincoln, Neb., for $1,025,000 (see combos), bought WLPR(FM) Mobile, Ala., from Nicholas C. Panayiotou for $2,500,000. Publicly owned TM Communications produces radio and TV jingles, radio formats, videos and multimedia shows and licenses commercial use of music. It also bought KNSS-FM Carson City, Nev., for $2,500,000, from Smokey Hyde who has no other broadcast interests.

Miller and Gresham Roskamp and Donald Rabbitt sold WFON(FM) Fond du Lac, Wis., for $2,475,000. Donald Jones, who owns Wisconsin Cablevision, Fond du Lac-based cable MSO, WLIP(AM)-WJZQ(FM) Kenosha, Wis., and KFIZ(AM) Fond du Lac, bought the station.

Avis Primack, Frederick C. Jacob, Samuel Figenbaum, Howard N. Gilbert and Alvin R. Umans, who also own WGWY(AM) Charlotte, Mich.; WKGN(AM) Knoxville, Tenn., and WYGR(AM) Wyoming, Mich., sold WTHM(FM) Goulds, Fla., to Beach Communications Inc. for $2.4 million. Beach is owned by Malcolm Kahn and George V. Delsou, who also bought WSBR(AM) Boca Raton, Fla., for $1,050,000 (see AM's). Kahn also has an interest in WVBH(FM) Key Largo, Fla.

Gary Verplank, his sister, Joyce V. Hatton, and Alan Huntin and his wife, Helen, owners of low-power TV K23AE Aspen, Colo., and KTV Inc., cable channel 10 in Denver, sold KSPN(FM) Aspen, Colo., to Aspen Broadcasting Co. for $2 million. Aspen is owned by Albert Parker, investor, and David L. Wood, attorney, both from Fort Collins, Colo.

Thomas P. Lewis, owner of WYLD-AM-FM New Orleans and WJYL-FM Jeffersontown, Ky. (Louisville), bought WSAI-FM Erlanger, Ky., from Jack M. Mortenson and family for $2 million. Mortenson Broadcasting is a Lexington, Ky.-based group of four AM's and three FM's.

WCEZ-FM Columbia, S.C., owned by Stuart Freeman and family, who also own WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., was sold to Ridgely Communications Inc. for $2 million. Ridgley is owned by Robert Kramer and family. Kramer is Baltimore-based consulting engineer. It also bought co-located WIS(AM) Columbia, S.C., from Cosmos Broadcasting for $2 million.

Eure Communications Inc. bought WKEZ-FM Yorktown, Va., for $1,950,000, from Patricia Parker who has no other broadcast interests. Her husband, George, is the station's general manager. Eure is owned by William D. Eure, who also has an interest in WDDY(AM) Gloucester, Va. It also sold WSSV(AM)-WPLZ-FM Petersburg, Va., for $6.5 million (see combos).

Biloxi, Miss.-based group of two AM's, two FM's and one TV, Love Broadcasting Co., bought KNAN(FM) Monroe, La., from Roger D. Pinton for $1,760,000 cash. Love is principally owned by James S. Love and family.

Gary L. Triano and Frank R. Barreca sold KEZG(FM) Green Valley, Ariz., to Robert D. Greenlee, who has an interest in KBCO-AM-FM Boulder, Colo., for $1.6 million.

Dr. Ira Barmak, M.D., who also owns co-located KMDY(AM), bought KNJO(FM) Thousand Oaks, Calif., from Thousand Oaks Radio Corp. for $1.6 million. Thousand Oaks Radio is an Encino, Calif.-based group of two AM's and three FM's, principally owned by John Feldmann.

Dan Lacy, who has no other broadcast interests, sold KIQX(FM) Durango, Colo., to Four Corners Communications Co. for $1.35 million. Four Corners is owned by Harold L. Green; his wife, Carolyn; Allen H. Brill; Paul R. Greenburg; Warren J. Kessler, and Elliot Meisel. Green was executive vice president of Wagontrain Communications, owner of Drake-Chenault Consultants, and group owner of three AM's and three FM's. The others principals are attornies with offices in New York and Los Angeles. Greenburg has an interest in the *Oakland* (Calif.) *Tribune*.

Senator William L. Armstrong (R-Colo.) sold his only station, KEZW(FM) Aurora, Colo., to Group W Radio for $1.3 million. Group W is a division of Westinghouse Broadcasting. Group W Radio is headed by Richard Harris. Group W sold all of its cable interests to a consortium of cable MSO's and dropped the "& Cable" from its name (see Cable).

Acquisition minded. United Artists Cablesystems is creating a business acquisition department. to be responsible seeking potential cable system purchases and investments. The department will be headed by Mark McCormick, former director of planning for Tele-Communications Inc.

WKKW-FM Clarksburg, W.Va., was sold to Thomas Communications Corp. for $1.3 million. Jack T. Cloyg also owns co-located WKKW(AM). Thomas Communications is owned by Wayne A. Thomas and three others. It also owns WETZ(AM)-WKGI(FM) New Martinsville, W.Va., and has interest in WCSE(AM) Myrtle Beach, S.C. It also bought WCEF(FM) Ripley, W.Va., from C-98 Communications Inc. for $385,000.

Richard D. Buckley, who owns a Greenwich, Conn.-based group of six AM's and six FM's, bought KLLY(FM) Oildale, Calif., from KB Communications for $1.3 million. KB is owned by Kenneth B. Orchard, who also owns KVVQ-AM-FM Victorville, Calif.

Joseph C. Arogona, vice president of Rust Capital Investments, which has interest in Duffy Broadcasting and Edens Communications Inc., sold KMCK(FM) Siloam Springs, Ark., to Fred H. Baker for $1.3 million. Baker also owns KFSA(FM)-KISR(AM) Fort Smith, Ark.

WDPN-FM Columbia, S.C., was sold by Midcom Corp. to Alpha Communications of South Carolina Inc. for $1.3 million. Kent Burkhart and Jim Phillips, who also own KEHY-AM-FM El Paso, bought the station. Burkhart is chairman of Burkhart/Abrams-/Michaels/Douglas & Associates, an Atlanta-based consulting firm.

David King, Anita Parinello, Ron Gillenardo and Ross Fleischman, who own WRIP-(AM)-WOWE(FM) Rossville, Ga., bought KITE (FM) Portland, Tex., from Media Properties Inc. for $1 million. Media Properties is owned by Jim R. Phillips and Ron Whitlock. Phillips owns KHEY-AM-FM El Paso, and has an interest in WOIC(AM)-WMMC(FM) Columbia, S.C., and Whitlock owns KINE(AM)-KDUV(FM) Kingsville, Tex.

Bob DeLuca and Richard Holberg sold WJOJ(FM) Milford, Ohio, to Richard L. Plessinger for $1,287,330. Plessinger owns WURD-FM Georgetown, Ohio.

Robert Sherman sold KLOZ(FM) El Paso, to Transcontinental Broadcasting Co. for $1.25 million. Transcontinental is owned by George Jenne, David Walker and Leonard R. Nachman. Jenne is general manager of WJBO(AM)-WFMF(FM) Baton Rouge, and has an interest in WXCL(FM) Peoria and WKQA(FM) Pekin, both Illinois. Nachman is an attorney and Walker is an investor, both from Baton Rouge.

Robert O'Brien, who owns WKXI(AM)-WTYX(FM) Jackson, Miss., bought WDLT(FM) Chickasaw, Ala., from EJM Broadcasting for $1.2 million. ELM is owned by Edmond J. Muniz, who owns WYAT(AM) New Orleans and WLTS(FM) Slidell, La.

KKHJ(FM) Los Alamos, N.M., was sold by Community Broadcasting Co. for $1.2 million. Community Broadcasting is owned by Darrel K. Burns and his wife, Hazel. It owns KRSN(AM) Los Alamos, KGIW(AM)-

KALQ(FM) Alamosa, Colo. and KENM(AM)-KNIT-FM Portales, N.M. C. Robert Allen and Jennifer Warthen bought the station. Allen has interests in Allen & Co., a New York-based investment banking firm, WUWU(FM) Wethersfield, N.Y., and KBER(FM) Spanish Fork, Utah. Warthen's son, Wake, also has interests in Allen's station.

Red River Ltd. Partnership sold KRRZ(FM) Fargo, N.D., to Communications Properties Inc. for $1.2 million. Red River is principally owned by F. Gordon Fuqua. It has interests in WHWH(AM) Princeton and WPST(FM) Trenton, both New Jersey. Communications Properties is a Dubuque, Iowa-based group of five AM's and three AM's owned by Phillip T. Kelley and Richard C. Voight. It sold WNFL(AM) Green Bay, Wis., for $1.8 million (see AM's).

Charles G. Morgan and his wife, Kay, who also own co-located KMBS(AM) sold KYEA-FM West Monroe, La., to Phoenix Broadcasting Co. for $1.1 million. Buyer is principally owned by Lee D. King, a Jackson, Miss.-based concert promoter.

WJTT(FM) Red Bank, Tenn., was sold by WSIM Inc. to Jettcom Inc. for $1,050,000. WSIM is owned by Robert A. Benns and family. It owns one AM, three FM's and one TV. Jettcom is principally owned by James L. Brewer, George Reed and Harold Loyd. Brewer owns WHON(AM) Centerville, WQLK(FM) Richmond, both Indiana, and WDCF(FM) Dade City and WTOT(AM)-WJAQ(FM) Marianna, both Florida. Reed is sales manager at WAOK(AM)-WVEE(FM) Atlanta. Loyd is manager of WJTT(FM).

SunGroup Inc., a Nashville-based group of three AM's and four FM's bought KKQV(FM) Wichita Falls, Tex., from Sunshine Radio Co. for $1,050,000. Sunshine is a subsidiary of American General Media Co., which owns three AM's and one FM. SunGroup Inc. is headed by Frank Woods, president (see above).

Roger Powers sold his only station, KOCN(FM) Pacific Grove, Calif., to C.R. Pasquier Properties Inc. for $1 million. Roger Pasquier and his wife, Cheryl. It owns a Long Beach, Calif.-based broadcast consulting firm.

Gulf Coast Broadcasting Co. sold WZKX(FM) Gulfport, Miss., to Lawrence E. Steelman and his wife, Marilyn, owners WBND(AM) Biloxi, Miss., for $1 million. Charles Dowdy, based in McComb, Miss., has interest in six AM's and eight FM's, his son, J. Morgan Dowdy, also based in McComb, has an interest in five AM's and 10 FM's. Gulf Coast spun-off this station and sold WKKY(FM) Moss Point, Miss., because of signal overlap with WRPM(AM)-WQLC(FM) Poplarville, Miss., which it bought for $2,250,000 (see Combos). Charles Dowdy's other son, Wayne, is a Democratic congressman from Mississippi, who also has interest, individually, in WAKK(AM)-WAKH(FM) Oxford, Miss.

Ronald S. Marks, John A. Parry, John L. Thompson and Lewis Overstreet sold KFIM-FM El Paso, Tex., to ELP Broadcasting Associates for $1 million. ELP is owned principally by Les Roberson, former general manager of WSTF(FM) Cocoa Beach, Fla.

AM's

A total of 312 AM stations sold for a total of $137,263,418, with an average price of $439,946. However, three major AM deals may not close, including what would have been a new record for a single AM: the $20-million sale of WADO New York. If those three sales were added to the 1986 total, the figure would jump to $163,313,418 and the average price would rise to $518,455. Calculated either way, per-station averages for 1986 were below 1984's average of $553,380. (No average was calculated for AM's in BROADCASTING's 1985 summary). The record average for AM sales was achieved in 1980 at $801,023. Of the 312 AM sales in 1986, only 24 were over $1 million. They are recounted below.

In what would have been the largest stand-alone AM sale ever, Tichenor Media Systems Inc. attempted to buy WADO(AM) New York from Nelson Lavergne. Because of contractual difficulties over real estate, the deal has yet to close, although principals hold some hope that the sale will be consummated. Tichenor is a Harlingen, Tex.-based group of five AM's and three FM's principally owned by McHenry Tichenor and family. The other sales not closing were: WCBM(AM) Baltimore to Resort Broadcasting for $2.5 million and Dennis Israel's purchase of KSKY(AM) Dallas.

The largest stand-alone AM sale of 1986 was that of WMCA(AM) New York to Peter Kizer, former chairman of the National Association of Broadcasters TV board. Kizer heads Federal Broadcasting, which bought the station from Straus Communications Inc. for $11 million. Peter Straus also owns WFTR-AM-FM Front Royal, Va., and WELV-AM-FM Ellensville, N.Y. Federal also owns WWJ(AM)-WJOI(FM) Southfield, Mich.

Inner City Broadcasting Corp. sold KGFJ(AM) Los Angeles to William Shearer, the station's general manager, for $4.5 million. Inner City is a Los Angeles-based group of five AM's and three FM's headed by Percy Sutton. It also bought KSAQ(FM) San Antonio, Tex., from C&W Wireless Inc. for $6.7 million.

John Brown Schools of California, a subsidiary of Siloam Springs, Ark.-based John Brown University, a nonprofit corporation headed by John E. Brown, sold KGER(AM) Long Beach, Calif., to Salem Communications Corp. for $4,350,000. John Brown University also owns KUOA(AM) Siloam Springs and WJBU(AM)-WJST(FM) Port St. Joe, Fla. Principally owned by Stuart Epperson and Edward Attsinger, Salem bought KHAA(FM) Port Sulphur, La., from B. Eric and Dean Rhoads (see FM's section), and KPDQ-AM-FM Portland, Ore., for $6.5 million (see Combos section). Salem also bought KQIN(AM) Burien-Seattle, Wash., from All Pro Broadcasting for $2,770,000. All-Pro is principally owned by former Green Bay Packer and former NAB radio board member Willie D. Davis, who also owns KACE(FM) Inglewood, Calif.; WAWA(AM) West Allis, Wis.; WLUM(FM) Milwaukee, and KYOK(AM) Houston. Salem also sold KGNW(AM) Seattle to Park Broadcasting for $1,645,000. Park Broadcasting is a division of publicly traded Park Communications, Ithaca, N.Y.-based owner of 28 newspapers, eight AM's, eight FM's and seven TV's, headed by Roy H. Park, chairman.

Shreveport, La.-based Founders Broadcasting sold KSSA(AM) Fort Worth to Mark Rodriguez Jr. Broadcasting Inc. for $3.5 million. Founders, publisher and station group of three AM's principally owned by D. Wesley Attaway, publishes three dailies, seven weeklies and two semiweeklies, all in Texas. It also sold WGIV(AM) Charlotte, N.C., for $700,000. Mark Rodriguez, who owns KESS(FM) Fort Worth, bought the station.

Cosmos Broadcasting Inc. got out of radio when it sold its last station, WIS(AM) Columbia, S.C., for $2 million to Ridgely Communications Inc., owned by Robert Kramer, a Baltimore-based consulting engineer. WIS was the first station in the Cosmos group, signing on in June 1930. Greenville, S.C.-based Cosmos is a group of six TV's principally owned by Frances M. Hipp and family. It also sold WAVE-FM Sarasota, Fla., to Susquehanna Radio Corp. for $7 million. It bought KPLC-TV Lake Charles, La., and KAIT-TV Jonesboro, Ark., from Channel Communications (see TV section) and sold WQRF-TV Rockford, Ill., to Family Group Broadcasting for $4,200,000 (see TV's). Kramer also bought co-located WCEZ-FM for $2 million (see FM's).

Noble Broadcast Group bought KRNN(AM) Terrell Hills, Tex., from Stanley Rosenberg for $2 million cash, to go with KISS(FM) San Antonio, Tex., which it bought from Capitol Broadcasting Co. for $13 million (see FM's). Noble also bought WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for $30.5 million (see Combos) and WGBB(AM) Freeport and WBAB-FM Babylon, both New York, from The All-Island Radio Co. for $12,975,000 (see Combos). Noble, headed by John T. Lynch, also operates XETRA-AM-FM Tijuana, Mexico, and in 1985 sold KJOI(FM) Los Angeles for a then-record $43.5 million.

William H. Hernstadt sold his only station, WKAT(AM) Miami Beach, to Howard Broadcasting Corp. for $2 million. Howard Broadcasting is owned by Howard Premer, WKAT vice president and general manager, and Howard Ullman, Miami real estate developer. Ullman's family founded Red Top Malt Co., a Cincinnati-based brewery that was sold to Anheuser-Busch in the late 1950's.

WNFL(AM) Green Bay, Wis., was sold by Communications Properties Inc. to WinCom Wisconsin Limited Partnership for approximately $1.8 million. WNFL was owned by Phillip T. Kelly and Richard C. Voight, who own Dubuque, Iowa-based group of five AM's and three AM's. It also bought KRRZ(FM) Fargo, N.D., for $1.2 million (see FM's). WinCom Communications Group is owned by Don E. Winther and Wolverine Ltd., East Lansing, Mich.-based investment firm equally owned by G. Woodward Stover, and George H. Arbaugh. WinCom also bought WKAU-AM-FM Kaukauna, Wis., from Forward Communications Inc. for $1.5 million (see combos). To comply with FCC duopoly rules it spun off WKAU(AM) Kaukauna to Quinn Martin, a Milwaukee attorney, for $500,000 cash.

Dean H. Wickstrom and family sold KWOW(AM) Pomona, Calif., to Money Radio for $1,750,000. Money Radio is principally owned by Buzz Schwartz, host of *Investors Club of the Air*, on KIEV(AM) Glendale, Calif.

Atlantic Morris Broadcasting Inc., a subsidiary of Orange and Rockland Utilities Inc., Pearl River, N.Y.-based public utility company headed by James F. Smith, chairman, bought WRAN(AM) Dover, N.J., for $1,610,000 from Richard Bell, who also owns WALL(AM)-WKGL(FM) Middletown, N.Y. It sold WJJB(FM) Hyde Park, N.Y., to the station's general manager, Harry Gregor, for $2.8 million (see FM's).

Arnold Bloom and Mark J. Witkin, who also have an interest in WKBR(AM) Manchester, N.H., sold WFTL(AM) Fort Lauderdale, Fla., to King Broadcasting Co. for $1,530,000. King is owned by Paul Bronstein, Fort Lauderdale-based automobile dealer, and Benjamin Panter, Detroit businessman, who have no other broadcast interests. Bloom and Witkin also sold WKZY(AM) North Fort Myers, Fla., to Paton/Cramer Broadcasting Inc. for $1.1 million. Paton/Cramer is owned by N.E. (Pat) Paton, Theodore Cramer and two others. It also owns WREN(AM) Topeka, Kan.

WFEA(AM) Manchester, N.H., was sold by Ocean Coast Properties to Sunshine Broadcasting New Hampshire Inc. for $1,450,000. Ocean Coast, owned by Phil Corper, Robert Delany, Roy Edwards, Robert Gold and Charles Smith, also owns WPOR-AM-FM Portland, Me. Sunshine is owned by George Silverman and also owns WMGX(FM) Portland, Me.; WZID(FM) Manchester, N.H., and WFXR(FM) Ravenel, S.C.

Antonio Costa and Joseph E. Fernandez sold their only station, WRCP(AM) Providence, R.I., to Neto Communications for $1,353,350. Neto is owned by Manuel F. Neto, a Dartmouth, N.H.-based owner of insurance companies, retail stores and real estate.

Don C. Daily sold KHMO(AM) Hannibal, Mo., his only station, to Bick Broadcasting Co. for $1,350,000. Bick is owned by brothers, Frank and James Bick, who also own KIDS(FM) Palmyra, N.Y.

Bob Bingham sold KBRO(AM) Bremerton, Wash., to Everest Broadcasting Corp. for $1,330,000. Bingham sold four Alaska stations two years ago ("Changing Hands," Dec. 30, 1985) and KHIT(FM) Bremerton, Wash., to Gannett Co. for $6.5 million (see FM's). Everest is an Olympia, Wash.-based group of two AM's and two FM's principally owned by Gerry Dennon.

Tony Welch, former general manager of KRLD(AM) Dallas, bought WROD(AM) Daytona Beach, Fla., from Daytona Beach Radio Ltd. for $1.2 million. Daytona Beach Radio was owned by Barry Gerber, who owned no other stations.

On the move. BROADCASTING has moved into new Washington headquarters. The magazine's editorial, business, advertising, circulation and production staffs, as well as the staffs of the BROADCASTING■CABLECASTING YEARBOOK and the Book Division, is now based at 1705 DeSales Street, N.W., 20036; and the new phone number is (202) 659-2340.

Walter K. Kotaba, a Chicago-based investor, bought WEAW(AM) Evanston, Ill., from Forus Communications for $1.2 million cash. Forus is a St. Petersburg, Fla.-based group of four AM's and one FM, owned by Simon Rosen, Lind Carl Voth and Lee Hague.

Jerome Lipper sold WKIP(AM) Poughkeepsie, N.Y., for $1.1 million to Richard Novik, who sold WPUT(AM) Brewster and WRVH(FM) Patterson, both New York, to Ronald E. Graiff for $1,400,000 (see combos).

Family Life Broadcasting Systems Inc., a nonprofit commercial christian group of three AM's and three FM's, headed by Warren Bolthouse, president, sold KFLR(AM) Phoenix and KFLT(AM) Tucson, Ariz., to Affiliated Broadcasting Inc. for $1,050,000. Family Life also bought KGLR(AM) Tucson for $742,300.13. Affiliated, in turn, sold the Phoenix and Tucson AM's when it got out of the broadcasting business late last year with the sale of all but two of its stations to EZ Communications for $65.5 million (see groups). Affiliated sold the other two, WHYN-AM-FM Springfield Mass., to R&R Broadcasting for $7.8 million.

Steven Haas, owner of no other stations, sold WSBR(AM) Boca Raton, Fla., to Beach Communications for $1,050,000. Beach, owned by Malcolm Kahn and George V. Delsou, also bought WTHM(FM) Goulds, Fla. for $2.4 million. Kahn also has an interest in WVBH(FM) Key Largo, Fla.

WIZO(AM) Franklin, Tenn. (Nashville) was sold by James R. Romine to Sam Littleton for $1 million. Littleton was general manager of WSM(AM) Nashville and WLRQ(FM) Franklin, Tenn.

AM-FM Combos

AM-FM combinations accounted for the lion's share of radio station sales, with 217 combinations (434 stations) selling for a total of $727,942,095. The average price for an AM-FM combination was $3,354,190. If the average price for an AM stand-alone ($439,146) and an FM stand-alone ($2,886,976) are added together, they total $3,326,122, or almost exactly the AM-FM average. This suggests evidence that the FM station in an AM-FM combination sale was worth about seven times the AM.

There were roughly the same number of AM-FM combinations that sold for more than $1 million (111) as those that sold for less (106). The sales below $1 million had an average price of $436,612, while those above $1 million averaged $5,921,929.

Legacy Broadcasting, which must be getting used to setting records, made the highest AM-FM combination purchase last year when it bought LIN Broadcasting's KILT-AM-FM Houston for $36,750,000. Legacy also set the record for FM stand-alones the year before with the $43.5-million purchase of KJOI(FM) Los Angeles from Noble Broadcast Corp. When combined with the four former Doubleday stations and its purchase of KHOW(AM) Denver last year, Legacy has spent $118,750,000 and become a Los Angeles-based group of four AM's and four FM's. It is owned by former Malrite Broadcasting president, Carl Hirsch, and a man with experience in all phases of broadcasting, Robert F.X. Sillerman. Sillerman was involved in the buyout of Resort Broadcasting; the purchase of Telstar Inc., owner of the Country Music Channel, and Golden West Productions (see Groups). Additionally, he formed Sillerman-Magee Communications Management, an investment banker, and through Telstar, bought SelecTV, a Los Angeles-based subscriber pay programing service. LIN sold three AM's and three FM's to Heritage Communications for $23 million (see Groups) and also sold WFIL(AM) Philadelphia (see AM's), and WUSL(FM) Philadelphia (see FM's) and now has no radio properties.

KFAC-AM-FM Los Angeles, principally owned by Ralph C. Guild, was sold to Classic Communications Inc. for $33.5 million. Classic is owned by Louis Heifetz and Edward Argow. Heifetz is sales manager of KIIS-AM-FM Los Angeles. Argow is KFAC's general sales manager. Guild is president of Interep National Radio Sales (formerly McGavren Guild Inc.), and owns KFRE-AM-FM Fresno, Calif. He also sold WNDR(AM)-WNTQ(FM) Syracuse, N.Y., to Osborn Communications Inc. for $6.5 million and assumption of liabilities. Osborn also bought WBGA(AM)-WGIG(FM) Brunswick, Ga., and WTJS(AM)-WKIR(FM) Jackson, Tenn., from Jim Kirk for $4 million (see Groups).

Noble Broadcast Corp., invested its profits from the record $44-million sale of KJOI(FM) Los Angeles to buy WAVZ(AM) New Haven and WKCI(FM) Hamden, both Connecticut, from Northeast Broadcasting Corp. for $30.5 million. Northeast is a subsidiary of Washington-based Eastern Broadcasting Corp., a group of five AM's and six FM's owned by Roger Neuhoff. Eastern also bought WEST(AM)-WLEV(FM) Easton, Pa., for $5.7 million from Frank G. Stisser and Wallace J. Borker, who have no other broadcast interests. It also purchased WTAD(AM)-WQCY(FM) Quincy, Ill., for $1,100,000 from Lee Enterprises, which made several large purchases last year (see below, TV's and Groups). Noble later bought WGBB(AM) Freeport and WBAB-FM Babylon, both New York, from The All-Island Radio Co., owned by Franz Allina and his wife, Marcia, for $12,975,000. The Allinas also own WEBE (FM) Westport, Conn. And Noble also bought WSSH-FM Lowell, Mass., for $19.5

million (see FM's). Noble is headed by John T. Lynch. It also operates XETRA-AM-FM Tijuana, Mexico.

Susquehanna Broadcasting Co. bought KRBE-AM-FM Houston from Lake Huron Broadcasting Corp. for $25 million. Lake Huron was owned by William J. Edwards and Howard Wolfe, who also sold WQYK-FM St. Petersburg, Fla., to Infinity Broadcasting for $27 million (see FM's) and have no other broadcast intererests. Susquehanna is a York, Pa.-based group of six AM's and nine FM's principally owned by Louis J. Appell and family. It also bought WAVE-FM Sarasota, Fla., from Cosmos Broadcasting Corp. for $7 million (see FM's), and sold a construction permit for a new AM in Miami for $17,500.

Lee Enterprises Inc. purchased and then sold KFAB(AM)-KGOR(FM) Omaha to Henry Broadcasting for $22 million. Lee is a publicly owned Davenport, Iowa-based TV group and publisher of 18 newspapers. It bought the Omaha radio stations when it purchased KGUN-TV Tucson, Ariz., and KMTV(TV) Omaha, but lost the grandfathered co-ownership status. Lee also sold KHQA-TV Quincy, Ill., for $13 million (see TV's). Henry Broadcasting is a San Francisco-based group of three AM's and four FM's, owned by Charlton H. Buckley. It also bought KLCZ(AM)-KDON(FM) Salinas, Calif., from Grace Broadcasting for $5 million, Grace attempted to sell WOOD-AM-FM Grand Rapids, Mich., to Surrey Broadcasting for $19.25 million (see below).

Clear Channel Communications bought WHAS(AM)-WAMZ(FM) Louisville, Ky., from newspaper publisher, printer and station group owner, Barry Bingham and family, for $20,056,000. The Binghams had sold their WHAS-TV Louisville three weeks earlier (see TV's) and have no other broadcast interests. Clear Channel is a San Antonio, Tex.-based, publicly traded group of six AM's and six FM's principally owned by L. Lowry Mays and B.J. McCombs. Clear Channel also announced last week that it is buying KTAM(AM)-KORA(FM) Bryan-College Station, Tex. for $4.8 million (see "Changing Hands," page 118).

Belo Broadcasting, sold KRQX(AM)-KZEW(FM) Dallas to Anchor Media Ltd. for $20 million. Belo Broadcasting, Dallas-based group owner of one AM, one FM and 5 TV's, is the broadcasting subsidiary of publicly held A.H. Belo Corp., which owns the *Dallas Morning News* and Dallas-Fort Worth Suburban Newspapers Inc. Anchor is a new Tampa, Fla.-based group of investors headed by Alan Henry, former head of Gulf Broadcast Group. It also bought KORK(AM)-KYRK(FM) Las Vegas from Donrey of Nevada Inc. for $3,250,000. Donrey, Fort Smith, Ark.-based group of four AM's, three FM's and one TV owned by Donald W. Reynolds, also publishes newspapers in 14 states and owns cable systems in four states. Donrey also sold KOCM(FM) Newport Beach, Calif., for $2,950,000 (see FM's).

WHBF-AM-FM-TV Rock Island, Ill., was sold by Ann Potter DeLong and family, who have no other broadcast interests, to Citadel Communications Co. for $20 million, cash. New York-based Citadel grew from a group of three TV's to a group of six TV's, headed by Phil Lombardo (see TV's). It sold the AM-FM combination to Roth Broadcasting in January 1987.

Grace Broadcasting attempted to sell WOOD-AM-FM Grand Rapids, Mich., to Surrey Broadcasting for $19.25 million. Southfield, Mich.-based Grace is a group of four AM's and four FM's principally owned by Harvey Grace, but the deal has not closed. Surrey is a Denver-based group of four AM's and five FM's principally owned by John Nichols and his son, Kent. It also bought KGRE(AM)-KYOU(FM) Greeley, Colo., from O'Kieffe Broadcasting Co. for $1,750,000. O'Kieffe is owned by Swab-Fox Companies and The Tribune Co. Swab-Fox is owned by Robert J. Swab and G. Douglas Fox. Tribune Co. is owned by Jenkin L. Jones and family and publishes the *Tulsa* (Okla.) *Tribune*. Neither has other broadcast interests.

Hubbard Broadcasting sold KOB-AM-FM Albuquerque, N.M., to Price Communications for $16.5 million. Hubbard Broadcasting is a St. Paul-based group of three AM's, two FM's and six TV's headed by Stanley S. Hubbard. Price is a publicly traded New York-based publisher and station group with eight AM's, seven FM's and three TV's, headed by Bob Price. It also bought KSNF(TV) Joplin, Mo. (see TV's), for $11.8 million and WKSE(FM) Niagara Falls, N.Y. (Buffalo), for $2,450,000 (see FM's).

Herbert S. Dolgoff sold his only stations, WCMQ-AM-FM Hialeah, Fla., to Spanish Broadcasting System of Florida Inc. for $15 million. Spanish Broadcasting is headed by Raul Alarcon, president. It also owns WSKQ(AM) New York and KSKQ(FM) Los Angeles.

Entertainer Merv Griffin bought WTRY(AM)-WPYX(FM) Albany-Troy, N.Y., from Scott Communications Ltd. for $15 million. The Albany stations were sold by the Pottstown, Pa.-based group of seven AM's and five FM's owned by Faye Scott, wife of the late founder, Herb Scott. Griffin sold Merv Griffin Entertainment to Coca-Cola in June. He also owns WPOP(AM)-WIOF(FM) Hartford, Conn.

Wayzata, Minn.-based Adams Communications Corp. bought KOOL-AM-FM Phoenix from Tom Chauncey for $15 million. Chauncey is an Arabian horse breeder with no other broadcast interests. He sold 51% of KOOL-TV Phoenix to Gulf Broadcasting in 1982 for $48 million. Adams also tried to buy KATC(TV) Lafayette, La., from Loyola University, but that deal fell through. Adams owns three AM's, three FM's and six TV's and is owned by Stephen Adams.

Commonwealth Communications bought WSPD(AM)-WLQR(FM) Toledo, Ohio, from Bill Schroeder, Cathryn Christiansen and Thomas Jaracco for $15 million. Commonwealth is the Harrisburg, Pa.-based owner of WHAP-AM-FM-TV Harrisburg and a book and magazine publisher principally owned by Meade Detweiler and family.

Gary Edens, former Harte-Hanks radio division head, who bought most of the radio division from Harte-Hanks, three years ago, bought KLZZ-AM-FM San Diego from Southwestern Broadcasting Inc. for $14 million. Southwestern was principally owned by Arthur and Katherine Shadek, who have no other broadcast interests. Edens Communications, now based in Phoenix, also bought WPEX(AM)-WWDE(FM) Hampton, Va., from East Broadcasting Co. for $6.4 million cash. East was owned by Dick Lamb and Larry Sanders, who now have no other broadcast interests.

Stuart and Sis Kaplan, who have no other broadcast interests but retain a weekly newspaper in Charlotte, N.C., sold WAES(AM)-WROQ(FM) Charlotte to CRB Broadcasting for $13.5 million. CRB, a New York-based group of five AM's and five FM's, principally owned by Carter Burden, Ed Rogoff and Robert Connor, also bought WFAS-AM-FM White Plains, N.Y., for $7.5 million from New York Subways Advertising Co. and WJBR-AM-FM Wilmington, Del., for $4.3 million cash from John B. Reynolds who has no other broadcast interests.

Curt Gowdy, former NBC sportscaster who also owns WWCM(AM)-WCGY(FM) Lawrence, Mass., and KOWB(AM) Laramie, Wyo., sold WEAT-AM-FM West Palm Beach, Fla., to J.J. Taylor Companies Inc. for $13 million. John J. Taylor and family also own WCOD(FM) Hyannis, Mass., and WGAN-AM-FM Portland, Me.

Infinity Broadcasting sold KCBQ-AM-FM San Diego to Eric/Chandler Communications for $12.2 million. Infinity Broadcasting, a New York-based group principally owned by Michael A. Weiner and Gerald Carrus, set the record for stand-alone FM's last year with its $45-million purchase of KROQ-FM Pasadena, Calif. (see FM's). It also bought WBMW(FM) Manassas, Va., from EZ Communications Inc. for $13 million (see FM's) and WQYK(FM) St. Petersburg, Fla. (see above and FM's). Los Angeles-based entertainment investment firm, Eric/Chandler Ltd., owned by Robert E. Geddes and Terry C. Bassett, started the broadcasting subsidiary, headed by Simon T, president (T got his unusual last name courtesy of a hard-of-hearing clerk at Ellis Island).

Summit Communications, a Winston-Salem, N.C.-based group of five AM's and five FM's, principally owned by the estate of Gordon Gray, and headed by Richard Stakes, president, sold KCMO(AM)-KBKC(FM) Kansas City, Mo., to Gannett Co. for $11.2 million. Summit sold its entire group at the beginning of 1987 (see "In Brief," Jan. 19). Gannett Co., publicly owned, Arlington, Va.-based newspaper publisher, and owner of seven AM's, seven FM's and eight TV's, is headed by John J. Curley, president and chief executive officer. It publishes 91 daily newspapers, including *USA Today*, 40 weeklies and owns an outdoor advertising company. Gannett Co. also sold WCZY-AM-FM Detroit two weeks ago ("In Brief," Feb. 2.), because of its purchase of the *Detroit News* from Evening News Association two years ago. Summit also sold WCOA(AM)-WLJQ(FM) Pensacola, Fla., to Norman S. Drubner for $5.5 million. Based in New London, Conn., Drubner, who already owned WNLC(AM)-WTYD(FM) New London, purchased 50% of KSLM(AM)-KXYQ(FM) Salem, Ore., from Ronette Communications, owned by Carl Como Tutera and Ronald Samuels, who owned the other 50%. Ronette also sold him WNFI(FM) Palatka, Fla., for $8.5 million (see FM's). Drubner also bought KIVA(FM) Santa Fe, N.M., from Frederic W. Constant for $1.9 million (see FM's) and KRIX(FM) Brownsville, Tex., from H&H Communications Inc. for $900,000.

Lorraine Golden, Harvey Deutch and Jim Harper, owners of Metropolis Broadcasting Co., bought WERE(AM)-WGCL(FM) Cleveland from George Oliva, who has no other broadcast interests, for $10.7 million. Metropolis also owns WDTX-FM Detroit. (Metropolis was reported in negotiation to purchase WWDC-AM-FM Washington from Bender Broadcasting for $52 million-$53 million, which would have been a new record for an AM-FM combination, but there has been no further word on the sale.)

Bernie Mann, former president of National Radio Broadcasters Association and radio board member of the National Association of Broadcasters, sold WKIX(AM)-WYLT(FM) Raleigh, N.C., to Metroplex Communications Inc. for $10.5 million. Mann, and his wife, Roberta, also own WGLD(AM) Greensboro and WOJY-FM High Point, both North Carolina. Metroplex is a Cleveland-based group of five AM's, six FM's and one TV, principally owned by Norman Wain and Robert C. Weiss. It also bought WRKB(AM)-WJZR(FM) Kannapolis, N.C., from Downs Radio Inc. for $6 million. Downs is owned by Paul Downs and William Sanders, who also own WQIM(AM) Prattville, Ala., and bought WTID(FM) Suffolk, Va., from Southern Starr Broadcasting Group for $4,140,000 (see FM's).

American Media Inc., San Francisco-based radio group owned by Art Kearn, chairman, and Alan Beck, president, bought KCEE(AM)-KWFM(FM) Tucson, Ariz., from Sun-Com Limited Partnership for $10 million. Sun-Com is principally owned by Dennis Behan and has no other broadcast interests. American Media helped finance the sale of WLIF(FM) Baltimore to JAG Communications Inc. for $25,045,000 (see FM's). American Media also bought WDJO(AM)-WUBE(FM) Cincinnati from DKM Broadcasting for $9.8 million. DKM, an Atlanta-based radio group headed by Robert R. Dyson, also bought Group One Broadcasting Co. for about $60 million-$65 million (see groups) and also sold KSAL (AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwein, Iowa, to Independence Broadcasting Corp. for $6.75 million (see groups). Dyson sold his own stations: WPTR(AM) Albany and WFLY(FM) Troy, both New York, at the beginning of 1987 ("Changing Hands," Jan. 26).

Capital Cities/ABC Inc. bought KQRS-AM-FM Golden Valley, Minn., from Hudson Broadcasting Corp. for $10 million. Hudson is owned by McKenna Radio Stations, a Washington-based group of three AM's and three FM's, principally owned by James A. McKenna, partner in McKenna, Wilkinson & Kittner, recently dissolved Washington-based law firm (which represented ABC before its merger with Capcities).

Don Hiatt, former general manager of KLTE(FM) Houston, bought KAPE(AM) Terrell Hills and KESI(FM) San Antonio, both Texas, from brothers Sam, Dan and Frank Sitterle for $9,270,000 cash, not including real estate. The Sitterles have no other broadcast interests.

Bob Williams, former owner of WHLI-AM-FM Hempstead, N.Y., and Elton Spitzer, who operates WLIR(FM) Garden City, N.Y., bought WGSM(AM) Huntington and WCTO(FM) Smithtown, both New York, from Greater Media Inc. for $9 million. Greater Media is a publicly owned, East Brunswick, N.J.-based group of seven AM's and seven FM's headed by Peter Bordes, chairman. It also publishes the *East Brunswick Sentinel-Spokesman*.

WNYR(AM)-WEZO(FM) Rochester, N.Y., was sold by Grace Broadcasting to Sky Broadcasting for $8.5 million. Grace, based in Southfield, Mich., owns four AM's and four FM's and is principally owned by Harvey Grace.

Auburn Broadcasting Corp. sold KAHI (AM)-KHYL(FM) Auburn, Calif., to Delta Communications Corp. for $8 million. Auburn is headed by William F. Scandling, president, and has no other broadcast interests. Delta is a subsidiary of Minneapolis-based Parker Companies, owned by John and Kathleen Parker. It also owns KIKI(AM)-KMAI(FM) Honolulu, KTCJ(AM)-KCTZ-FM Minneapolis, and KXTZ(FM) Henderson, Nev. (Las Vegas). It also bought KLZE-FM San Jose, Calif., for $4.3 million (see FM's).

Affiliated Publications' exodus from broadcasting began with the sale of WHYN-AM-FM Springfield, Mass., to R&R Broadcasting of Massachusetts Inc. for $7.8 million. Affiliated Broadcasting is a subsidiary of Affiliated Publications Inc., publicly traded, Boston-based publisher of the *Boston Globe*, headed by John A. Winkle, chairman and chief executive officer. R&R is a subsidiary of New York-based holding company, Robbins & Ries Inc., owned by Sherman M. Robbins and Thomas Ries. R&R Broadcasting was headed by John Goodwill, former vice president and general manager of WPIX-FM New York. Goodwill, along with Peter Sulick, former controller, Cablevision Systems Inc. started Independence Broadcasting Corp., which bought four DKM stations for $6,750,000 (see groups). Affiliated also owned 45% of McCaw Communications Co., Bellevue, Wash.-based MSO with more than 433,000 subscribers in 11 states. McCaw was sold to Jack Kent Cooke for between $775 million and $800 million (see cable). One 8.6% stockholder of Affiliated, Berkshire Hathaway, is principally owned by Warren Buffett, who aided Capital Cities in its purchase of ABC. Buffett also has a 13.3% interest in the Washington Post Co., and has an interest in Sun Newspapers Inc., which publishes a daily paper in Omaha. Affiliated also bought KFLR(AM) Phoenix and KFLT(AM) Tucson, both Arizona, from Family Life Broadcasting Systems Inc. for $1,050,000. Family Life is a nonprofit commercial christian group of three AM's and three FM's, headed by Warren Bolthouse, president. Affiliated then sold the Arizona stations to EZ Communications along with the rest of its station group (see Groups). Affiliated now has no broadcast interests.

KGLD(AM) St. Louis and KWK-FM Granite City, Ill., were sold by Robinson Broadcasting to Chase Broadcasting Co. for $6.9 million. Robinson is owned by Thomas L. Embrescia, Larry Pollock and Larry J.B. Robinson, owner of J.B. Robinson Jewelers. It has no other broadcast interests. Chase is owned by David T. Chase, and headed by Roger M. Friedman, chairman, and Perry Ury, president. It also owns WTIC-AM-FM-TV Hartford and WSTC(AM)-WSYR(FM) Stamford, both Connecticut. It also bought WPTY-TV Memphis from Precht Communications for $12,500,000 (see TV's).

Glenn Mahone, former president of Sheridan Broadcasting Network, Pittsburgh-based radio network, began a new company, Paco-Jon Broadcasting Corp., that bought WSSV(AM)-WPLZ(FM) Petersburg, Va., from Eure Communications Inc. for $6.5 million. William D. Eure also has an interest in WDDY(AM) Gloucester, Va.

George Duncan, former senior vice president in charge of the radio division of Metromedia Inc., along with Mutual Life Insurance Co. of New York, formed a new company, Encore Communications Associates, that made its first purchase when it bought KOKA(AM)-KVKI(FM) Shreveport, La., from Triple J Communications Inc. for $6.5 million. Triple J has no other broadcast interests. Encore made its biggest splash when it bought KIXL(AM) Del Valle, KHFI-FM Austin, KBFM(FM) Edinburg, all Texas; WXAM(AM)-WQXY-FM Baton Rouge, and KOKY(AM)-KZOU(FM) Little Rock, Ark., from Capitol Cities Broadcasting for $38 million (see Groups). Capitol Cities then got out of broadcasting when it sold KDVE(AM) Nederland and KQXY(FM) Beaumont, both Texas, for $1,175,000 to a group headed by the stations' general manager, Ronald G. Teaney.

Dale W. Stevens and Harold L. Brokaw, sold their only stations, WMRO(AM)-WAUR(FM) Aurora, Ill., to T. Furman Brodie for $6.5 million. Brodie is a Florence, S.C.-based attorney. His wife, Jeanne, has an interest in WBBB(AM)-WPCM(FM) Burlington, N.C.

Stuart Epperson and Edward Atsinger, brothers-in-law who merged their various interests into Salem Communications last year, made the largest of many acquisitions and sales when it bought KPDQ-AM-FM Portland, Ore., from Inspirational Broadcasting Corp. for $6.5 million. Inspirational Broadcasting was controlled by John W. Davis, and also owned KBMC(FM) Eugene, Ore., which it sold to McKenzie River Broadcasting Co. for $950,000. Salem, based in Winston-Salem, N.C. It also bought KHAA(FM) Port Sulphur, La., for $3.1 million (see FM's), KGER(AM) Long Beach, Calif., for $4,350,000 (see AM's) and KQIN(AM) Burien-Seattle, Wash., for $2,770,000 (see AM's). They sold KGNW(AM) Seattle to Park Broadcasting for $1,645,000 (see AM's), KGBA(AM) Holtville, Calif., to The Voice of International Christian Evangelism Inc. for $350,000 and WRJZ(AM) Knoxville, Tenn., to Thomas H. Moffit Jr. for $300,000, plus assumption of liabilities.

Heritage Broadcast Group, which added to its growing station group when it also bought WAAX(AM)-WQEN(FM) Gadsen, Ala.; WELO(AM)-WZLQ(FM) Tupelo, Miss.; KTYL-AM-FM Tyler, Tex., and KRKK(AM)-KQSW(FM) Rock Springs, Wyo. (see Groups), bought WISE(AM)-WKSF(FM) Asheville, N.C., from WISE Radio Inc. for $6.3 million cash. Tucker, Ga.-based Heritage is a group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It also sold KKCW(FM) Beaverton, Ore., for $7,500,000 (see FM's). WISE was principally owned by Eric Jorgenson, the station's general manager. Jorgenson also owns 37% of Sandia Peak Broadcasters Inc., which bought KZSS(AM)-KZRR(FM) Albuquerque, N.M., from Compass Communications for $2,850,000. Sandia Peak's other owners are David H. Lloyd; Jorgenson's father, Norman; Dennis Lyons; G. Duane Vieth, and Melvin C. Garbow. Compass is Peoria, Ill.-based group of three AM's and three FM's owned by Peoria Journal Star Inc. and Curran-Victor Management. Peoria Journal Star Inc. publishes *Peoria* (Ill.) *Journal Star* and five magazines. It is headed by Henry P. Slane, chairman and principal owner. Curran-Victor Management bought a 50% interest in Peoria Star's Broadcast Group two years ago for $1 million. It is owned by Don Curran and Herb Victor and is based in Larkspur, Calif.

John F. McCarthy sold his only stations, KMAK(AM) Fresno and KBOS(FM) Tulare, Calif., to Radio Fresno Inc. for $6 million. Radio Fresno is owned by Burke Kaplan and Alex Sheftel, who also own KIST(AM)-KMGQ(FM) Santa Barbara, Calif. Sheftel was a former principal of WAVA(FM) Washington, before it was sold to Doubleday in 1982.

Monty Lang, former president of Amaturo Group, a former Fort Lauderdale, Fla.-based group owner which sold most of its stations to Keymarket Communications last year, bought WAIR(AM)-WSEZ(FM) Winston-Salem, N.C., from Triad Broadcasting Inc. for $6 million. Triad is owned by Nick Patella, who has no other broadcast interests.

Joyner Broadcasting, owned by Thomas Joyner, bought KGTN-AM-FM Georgetown, Tex., for $5 million from Jack Josey and his wife, Donna, who have no other broadcast interests. Joyner also bought WDVA(AM) Danville and WJLC-FM South Boston, both Virginia, for $2.3 million from Faver Broadcasting, an Atlanta-based group of four AM's and five FM's owned by William O. Woodall, Stanley Sackin and Mark Dunaway. Joyner also sold WLRL-FM Champaign, Ill., and WLDS(AM)-WYMG(FM) Jacksonville, Ill., to Saga Communications for $5.3 million (see Groups) and bought WHKY-FM Hickory, N.C., for $2.4 million (see FM's) and WAZZ(FM) New Bern, N.C., for $1.5 million (see FM's).

Edmund N. Ansin sold his interest in KTRO(AM) Port Hueneme and KCAQ(FM) Oxnard, both California, for $5 million to Harold A. Frank, who owned the remaining 30% of the stations.

Gordon Smith, who sold WWKX(FM) Gallatin, Tenn., for $6.6 million (see FM's), bought KFH(AM)-KLZS(FM) Wichita, Kan., from J. Phillip Kassebaum, former husband of Senator Nancy Kassebaum (R-Kan.), for $5 million. Kassebaum has no other broadcast interests. Smith also bought WSVI(TV) Christiansted, St. Croix, V.I. (see TV's).

Joel M. Hartstone and Barry J. Dickstein, New York investment bankers, bought WIIN(AM)-WFPG(FM) Atlantic City from Atlantic County Radio Inc. for $5 million. Atlantic is principally owned by Allan W. Roberts and has no other broadcast interests. Hartstone and Dickstein also own WUHN(AM)-WUPE(FM) Pittsfield, Mass.; WSUB (AM)-WQGN(FM) Groton, Conn.; WDOV(AM)-WDSD(FM) Dover, Del., and have an interest in Citadel Communications Co. (see TV's).

Winslow Porter, who also owns WWGT-AM-FM Portland, Me., sold WMYF(AM)-WERZ(FM) Exeter, N.H. (Portsmouth), to Lawrence K. Justice for $5 million. Porter also bought WMER(AM) Westbrook and WJBQ-FM Portland, both Maine, from Chandler Broadcasting Inc. for $2,240,000 cash. Chandler was owned by John W. Bride, who also owns WMBA(AM) Ambridge, Pa., and has an interest in WKSQ(FM) Ellsworth, Me. Porter also sold WKSE(FM) Niagara Falls, N.Y., to Price Communications for $2,350,000 (see FM's).

Larry Justice, who owns WCIB(FM) Falmouth, Mass., bought WOMP-AM-FM Bellaire, Ohio, for $4.5 million from Robert Dodenhoff and Daniel Wachs, who bought their only other station, WKLX(FM) Rochester, N.Y., from Saga Communications for $3.7 million (see FM's and Groups). Justice also bought WQEZ(FM) Fort Myers, Fla., for $3.5 million (see FM's). He sold WCRJ-FM Jacksonville, Fla., to Hoker Broadcasting Inc. for $6 million (see FM's), and WCRJ(AM) Jacksonville, Fla., for $380,000.

Norm Camp and John Linstra sold their only stations, WHAZ(AM) Troy and WGNA(FM) Albany, both New York, to Team One Inc. for $4.5 million. Michael F. Hanson owns Team One, which also owns WNLK(AM)-WYLQ(FM) Norwalk, Conn.

Michael Solan, former general manager of WLLZ(FM) Detroit, and Richard Kughn and Paul Nine bought WNRS(AM) Saline and WIQB(FM) Ann Arbor, both Michigan, from Ernie Winn and Thomas Merriman for $4,348,000. Winn and Merriman have no other broadcast interests. Kughn and Nine are Detroit-based investors with no other broadcast interests.

Great Trails Broadcasting Corp., which sold all its stations to Williams Broadcasting (see Groups), spun off WBCS-AM-FM Milwaukee to Taft Television and Radio Co. for $4,250,000. Cincinnati-based Taft, headed by George E. Castrucci, president, owns seven AM's, eight FM's and five TV's after it sold its independent TV stations to TVX Corp. (see Groups). Williams also spun off WIZE(AM) Springfield, Ohio, to Michael D. Mahaffey.

Patch-Dunn & Associates sold WHUT(AM)-WLHN(FM) Anderson, Ind., to Lamey Communications Inc. for $3.5 million cash. Ken Patch, principal owner of Patch-Dunn, also owns WOCB(AM)-WJFK(FM) Cape Cod, Mass. Jon Mark Lamey and his brother, Timothy Lamey, have an interest in Communicable Inc., owner and operator of Indiana cable systems.

Arnold Lerner, who was principal owner of WSSH-FM Lowell, Mass., sold to Noble Broadcasting for $19.5 million (see FM's and above) and also sold co-located WLLH(AM) to a management group. He also has an interest in Ardman Broadcasting Corp., which bought WTIP(AM)-WVSR(FM) Charleston, W.Va., from Beasley Broadcasting of Charleston Inc. for $3,250,000. Goldsboro, N.C.-based Beasley owns six AM's and 10 FM's. It is headed by George Beasley. Ardman, with Bruce Houston, also bought WLVS(AM)-WEZI(FM) Germantown, Tenn., from Big River Broadcasting Corp. for $3 million, principally owned by Sam C. Phillips. Big River also owns WSBM(AM)-WQLT(FM) Florence, Ala., and WLIZ(AM) Lake Worth, Fla. Ardman is principally owned by Myer Feldman, president, and his wife, Adrienne Arsht. It also owns WLAM (AM)-WZKS(FM) Lewiston, Me. Ardman also bought KBCQ(AM)-KCKN(FM) Roswell, N.M., from National Capital Christian Broadcasting Inc. for $600,000 and WKZY(AM) North Fort Myers, Fla., for $50,000.

Burbach Broadcasting Co., group owner of three AM's and four FM's equally owned by Jack Laubach, Robert Burstein and Larry Garrett, sold WKRT(AM)-WOKW(FM) Cortland, N.Y., to Sun Radio Broadcasting Inc. for $3.1 million. Sun is principally owned by David E. Gerard, general manager at WTIX(AM) New Orleans, and seven others.

Ken Woodfin bought WDLP(AM)-WGNE-FM Panama City, Fla., from Janus Broadcasting Co. for $3,070,000 after he sold WOKS(AM)-WFXE(FM) Columbus and WTHB(AM)-WFXA-FM Augusta, both Georgia, for $6,160,000 (see Groups). Janus is owned by Donald G. McCoy, who also has an interest in WJYR(AM) Myrtle Beach, S.C.

KRGI-AM-FM Grand Island, Neb., was sold to Harris Enterprises Inc. for $3 million. It was owned by Stuart Broadcasting Co., a Lincoln, Neb.-based group that owned 10 stations before it sold all but these to DKM Broadcasting last year ("Changing Hands," Sept. 23, 1985). It was principally owned by Scott Stuart and family. Harris is a Garden City, Kan.-based group of six AM's and six FM's principally owned by John P. Harris and family and Lloyd Ballhagen, Robert Wells and Peter Macdonald. Harris also sold KSEL-AM-FM Lubbock, Tex., to Donald J. O'Malley, former owner of KYOU(AM)-KGRE(FM) Greeley, Colo., for $1,350,000

Miller Broadcasting Co., owned by Richard H. Miller, sold its only station, WLEC (AM)-WCPZ(FM) Sandusky, Ohio, to Erie Broadcasting Corp. for $2.9 million. Erie is owned by James T. Embrescia; Kenneth Elrad; Elrad's brother, Martin; Alan Krause, and Dr. Martin Markowitz. It also owns

WADC(AM)-WMGP(FM) Parkersburg, W.Va.

WILS-AM-FM Lansing, Mich., the last station in Sentry Broadcasting Inc.'s group, was sold for $2,820,000 to North Star Broadcasting Inc. North Star is principally owned by R. Charles McLravy, who has an interest in WLAJ-TV Lansing, Mich.

COMCO Inc., an Orlando, Fla.-based group of six AM's and two FM's owned by James C. Robinson, Joel H. Sharp and Walter M. Windsor, former general manager of WFTV-TV Orlando and an officer of SFN Communications (which sold all its stations [see groups]), sold WAMR(AM)-WRAV(FM) Venice, Fla., to Hall Communications Inc. for $2.8 million. The Norwich, Conn.-based Hall Communications is a group of four AM's and four FM's principally owned by Robert Hall. COMCO also sold WKTK(FM) Crystal River, Fla., to Entercom Inc. for $3.6 million (see FM's).

Robert G. Liggett Jr., who owns a Williamston, Mich.-based group of two AM's and five FM's, bought KNGS(AM)-KTLK(FM) Hanford, Calif., from Al Lobek, the stations' general manager, for $2.8 million cash.

William F. Rust sold his only station, WSOM(AM)-WQKX(FM) Salem, Ohio, to Lincoln Broadcasting Corp. for $2.8 million cash. Lincoln is owned by Albert L. Werthheimer, his son, Albert, and John A. Palvino. It also owns WHAM(AM)-WVOR-FM Rochester and WBUF-FM Buffalo, both New York.

KSCO-AM-FM Santa Cruz, Calif., was sold by Radio Santa Cruz to Fuller-Jeffrey Broadcasting Corp. for $2,750,000. The stations were owned by Vernon Berlin and brothers, Fred and Maylon McPherson, who have no other broadcast interests. Fuller-Jeffrey is a Sacramento, Calif.-based group with one AM and five FM's, owned by Robert F. (Doc) Fuller, J.J. Jeffrey and Ed Bock. It also bought KHOP-FM Modesto, Calif., for $6 million (see FM's), KFMF(FM) Chico, Calif., from Kragwood Broadcasting Inc. for $1,200,000 (see FM's) and KMRY(AM) Des Moines, Iowa, from Jon Enoch for $400,000.

Phil Sydral, former owner of *Inside Sport* magazine, headed a group that purchased KRAM(AM)-KITT(FM) Las Vegas for $2.5 million from Donald F. Cole, who has no other broadcast interests.

Jerome P. Maltz, owner of General Broadcasting Corp., a group of three AM's and three FM's, bought KDIG(AM) San Bernardino and KBON(FM) Lake Arrowhead, both California, out of bankruptcy from Timothy L. Donovan, trustee for Kotcom Broadcasting, for $2.3 million.

William S. Sanders, who owns KHEI(AM) Kihei and KVIB(FM) Makawao, both Hawaii; KAAP(AM)-KKBZ(FM) Santa Paula, Calif., and KPER(FM) Hobbs, N.M., and purchased Drake Chenault Enterprises, sold KOTE(AM)-KKZZ(FM) Lancaster-Palmdale, Calif., to Valley Wide Broadcasting Inc. for $2,250,000. Valley is owned by Laurence Rutter, George R. Schrader, James Baker and Lyndsay Schnyder. Rutter and Schrader own KNGT(FM) Jackson and KDHI(AM)-KQYN(FM) Twentynine Palms, both California. Baker is manager and Schnyder is general manager of KDHI(AM)-KQYN(FM).

WRPM(AM)-WQLC(FM) Poplarville, Miss., was sold by the estate of Benjamin O. Griffin for $2,250,000 to Charles Dowdy and his son, J. Morgan Dowdy. Based in McComb, Miss., Charles Dowdy has an interest in six AM's and eight FM's and J. Morgan Dowdy, also based in McComb, has an interest in five AM's and 10 FM's. Charles Dowdy's other son, Wayne Dowdy, is a Democratic congressman from Mississippi, who also has an interest in WAKK(AM)-WAKH(FM) Oxford, Miss. They also bought WAPF(AM)-WWCA(FM) McComb, Miss., from Southwestern Broadcasting Co. of Mississippi for $600,000 and KPET(AM) Lamesa, Tex., for $150,000. Charles Dowdy's sister-in-law, Marjorie O. Dowdy, and her son, John, who have no other broadcast interests, sold WMGR(AM)-WJAD(FM) Bainbridge, Ga., to Guardian Communications Inc. for $1.8 million. Guardian is a subsidiary of Guardian Corp., Rocky Mount, N.C.-based franchise holder of Hardee's restaurant chain in middle Atlantic states. It is principally owned by Leon (Lindy) Dunn. The broadcast subsidiary is headed by Bob Manning. Because of signal overlap problems with the purchase of WRPM(AM)-WQLC(FM) Poplarville, Miss., the Dowdys spun off WZKX(FM) Gulfport, Miss., to Lawrence E. Steelman and his wife, Marilyn, for $1 million (see FM's), and WKKY(FM) Moss Point, Miss.

Jim Ranger and his wife, Betty, sold KUHL(AM)-KXFM(FM) Santa Maria, Calif., to Great Electric Communications Inc. for $2,250,000. Great Electric is owned by Andrew Whatley and Michael Reichert, former owners and now general manager and sales manager, respectively, of KTXF(FM) Brownsville, Tex.

Caravelle Broadcasting Group bought WWMG(AM) New Bern and WSFL(FM) Bridgeton, both North Carolina, from J.D. Conner and Hubert G. Pierce for $2,225,000. Caravelle, a Charlotte, N.C.-based group of four AM's and four FM's owned by Howard Schrott, Robert E. Beacham and Richmond G. Bernhart, got a temporary waiver of the FCC's duopoly rule to sell WISP(AM)-WQDW(FM) Kinston, N.C., to Piedmont Broadcasting Corp. for $1.6 million. Piedmont is owned by T. David Luther, president. It also owns WBTM(AM)-WAKG(FM) Danville, Va. Caravelle also sold WQFX-AM-FM Gulfport, Miss., to Steere Broadcasting for $1,250,000. Steere is owned by David Steere, former owner of WKMI(AM) Kalamazoo, Mich.

SunGroup Inc., a Nashville-based group of three AM's and four FM's headed by Frank A. Woods, bought KAFE(AM)-KKSS(FM) Santa Fe, N.M., from New Mexico Broadcasting Co. Inc. for $2,220,000, including an option to buy WPFM(FM) Panama City, Fla., and right of first refusal for KIIO(AM)-KVEE(FM) Grand Junction, Colo. John C. Culpepper Jr. and Barry Turner own the College Station, Tex.-based group. It also sold KDOK(AM) Tyler and KEYP-FM Whitehouse, both Texas, to Broadco Inc., owned by William R. Fritsch, Linda Meyer, Fred Morton and Dennis Yelton, who also own KMZG-FM Lawton, Okla., for $1,700,000. SunGroup also bought KKQV(FM) Wichita Falls, Tex., from Sunshine Radio Co. for $1,050,000 (see FM's).

Howard A. Miller, who also owns WCAC(AM)-WITS(FM) Sebring, Fla., sold WMMB(AM)-WYRL(FM) Melbourne, Fla., to City Broadcasting Co. for $2.2 million. City is owned by Dr. Frank A. Franco, who also owns WRAW(AM)-WRFY-FM Reading, Pa.

Citadel Communications Corp. (not to be confused with Citadel Communications Co., the New York TV station group) bought KBOZ-AM-FM Bozeman, Mont., from Northern Sun Corp. for $2,150,000. Northern Sun is headed by William Reier, who also owns a new FM in Billings, Mont. Lawrence P. Wilson, Citadel chairman, and Fritz Beesmeyer, president, also own KAIR(AM)-KJYK(FM) Tucson, Ariz., and KKFM(FM) Colorado Springs.

William E. Prettyman Jr., owner of WICO-AM-FM Salisbury, Md., and WYUS(AM)-WAFL-FM Milford, Del., bought WEPM(AM)-WKMZ(FM) Martinsburg, W.Va., for $2 million from Charles C. (Bert) Thornton Sr., who has no other broadcast interests.

KSVA(AM) Sierra Vista and KZMK(FM) Bisbee, both Arizona, were sold by Ed Bolding to David J. Lyons for $1,827,000.

Thomas L. Bookey bought WRJQ(AM) Appleton, Wis., and WROE(FM) Neenah-Menasha, Wis., from Fox Valley Communications Inc. for $1.8 million. Fox Valley is owned by Harry S. Jacobs and William Hansen and also has an interest in KBUR(AM)-KGRS(FM) Burlington, Iowa; WKTT-FM Cleveland, Wis., and WCAI(AM) Fort Myers, Fla.

Harold G. McEwen sold KVSO(AM)-KKAJ(FM) Ardmore, Okla., for $1,750,000 to Pat Nugent, who also owns KCPI(AM) Gonzales, Tex., and a new FM there.

Denny Durbin, Phoenix-based contractor and real estate broker with no other broadcast interests, bought KIKO(AM) Miami and KIKO(FM) Globe, both Arizona, from Willard Shoecraft for $1,750,000.

James W. Harpel and Norman Slemenda, who also own WRIE(AM) Waterford, Pa., bought WHJB(AM)-WOKU(FM) Greensburg, Pa., for $1.7 million from Melvin A. Goldberg.

WPMP(AM)-WPMO(FM) Pascagoula, Miss., was sold by Gulf Coast Country Corp. to Southern Starr Broadcasting Group Inc. for $1,675,00. Gulf Coast was owned by Robert D. McGregor and Fred Jones who have no other broadcast interests. Southern Starr is an Altamonte Springs, Fla.-based station group of one AM, three FM's owned by Peter M. Starr. His brother, Michael, owns WDSI-TV Chattanooga. Gulf Coast also sold WTID(FM) Suffolk, Va., to Downs Radio of Virginia for $4,140,000 (see FM's). Southern Starr also bought KABS(AM)-KADL(FM) Pine Bluff, Ark., from Jefferson County Broadcasting Co. for $1.2 million. Jefferson County is owned by Louis Alford, Phillip D. Brady and Albert M. Smith. It also owns WAPF(AM)-WCCA(FM) McComb, Miss., and WMDC-AM-FM Hazelhurst, Miss.

Tom E. Turner sold KRYS-AM-FM Corpus Christi, Tex., to Corpus Christi Media Partners for $1.6 million. Corpus Christi is principally owned by Michael Pietrangelo, who is on the board of noncommercial WKNO-FM-TV Memphis.

New Brunswick, N.J.-based publisher, cable operator and owner of three AM's, five FM's and two TV's, Home News Co., bought KLSN(AM)-KISC(FM) Spokane, Wash., from Cowles Publishing for $1,547,700. Home News publishes daily Brunswick, N.J., *Home News* and six weekly papers and owns cable systems in Collegeville and Trappe, both Pennsylvania. Home News Co. is owned by William M. Boyd. It also bought a license for a new TV in Christiansted, St. Croix, V.I. Cowles also owns KHQ-TV Spokane and is a subsidiary of Cowles Publishing of Washington, which publishes the *Spokane Chronicle* and *Spokesman-Review*. The subsidiary is headed by J. Birney Blair, president.

Willard J. Banyon and family, who have no other broadcast interests, sold WHFB-AM-FM Benton Harbor, Mich., to WHFB Broadcast Associates Limited Partnership for $1.5 million. WHFB is headed by WinCom Communications Group, owned by Donn E. Winther and Wolverine Ltd., an East Lansing, Mich.-based investment firm equally owned by G. Woodward Stover, and George H. Arbaugh. Winther is a former executive vice president of Selcom, New York-based radio representative. WinCom also bought WKAU-AM-FM Kaukauna, Wis., from Forward Communications Inc. for $1.5 million and WNFL(AM) Green Bay, Wis., for $1.8 million (see AM's). To comply with FCC duopoly rules it spun off WKAU(AM) Kaukauna to Quinn Martin, a Milwaukee attorney, for $500,000 cash. Forward Communications, Wausau, Wis.-based group of four AM's, four FM's and four TV's also has an interest in the management buyout of Outlet Communications (see groups). It also sold KOSA-TV Odessa, Tex., for $20,150,000 (see TV's).

Robert H. (Rick) Devlin, former general manager of WRKS(AM) and WOR(AM), both New York, and vice president of ABC Talkradio, and Jon Ferrari, owner of Ferrari Inc., a New York-based advertising agency, bought WUTQ(AM)-WOUR(FM) Utica, N.Y., for $1.5 million from Dr. Rudolph Bunkfeldt, who has no other broadcast interests.

Hicks Broadcasting Corp. bought WTAW(AM)-KTAW(FM) Bryan, Tex., for $1.5 million. Rodger B. Watkins, who also owns KLNX(AM) Lufkin, Tex., was the seller. Hicks is owned by William R. Hicks, and his brother, Steven. It owns Austin, Tex.-based group of four AM's and four FM's.

Gordon Hastings, former president of Katz Television—until 1985—and now senior vice president, bought WDOS(AM)-WSKR(FM) Oneonta, N.Y., from Oneonta Communications Corp. for $1.5 million. Oneonta is owned by a group of New York attorneys and businessmen headed by John R. McGeehan, president, and H. Lincoln Zeve, general manager.

Cornell University sold WHCU-AM-FM Ithaca, N.Y., to Eagle Broadcasting Co. for $1,475,000. Eagle is principally owned by brothers, Kenneth and Charles Cowan; Barrie Summerfield and family, and Manley Thaler and family. It was former owner of KZTR(FM) Camarillo, Calif.

Donald W. Heckman, general manager of WQSN(AM)-WQLR(FM) Kalamazoo, Mich., bought WGFN(AM) South Glen Falls and WENU-FM Hudson Falls, both New York, from Premier Broadcasting Corp. for $1,475,000. Premier is owned by Augustine Cawley, former owner of WIPS(AM)-WXTY(FM) Ticonderoga, N.Y. It also bought WWBZ(AM) Vineland, N.J., for $250,000.

Richard Ugarte (professionally known as Rick Stacy), air personality and operations manager at WHLY(FM) Leesburg, Fla., and David Gregg III, Washington investment banker, bought WGGG-AM-FM Micanopy, Fla., from American Communications & Television Inc. for $1,450,000. ACT is a publicly traded firm principally owned by Mark Goldstein (former Democratic candidate for governor of Florida), Harvey M. Budd amd Thomas G. Sonsini. It also owns WTGS(TV) Hardeeville, S.C.; KOOG-TV Ogden, Utah; CP's for new TV's in Forest City, N.C., and Rome, Ga., and LPTV's in Gastonia, N.C.; Augusta, Ga., and Fort Myers, Fla.

Southern Broadcasting Corp. bought WABD-AM-FM Fort Campbell, Ky., from Fort Campbell Broadcasting Co. for $1,425,000. The principal owner, J. Shelby McCallum, also owns WCBL-AM-FM Benton, Ky., and KMIS-AM-FM Portageville, Mo. Southern is owned by John M. Jones and family. It owns WMTN(AM)-WAZI(FM) Morristown, Tenn., and publishes seven newspapers in Tennessee.

Ronald E. Graiff, vice president of engineering, LIN Broadcasting Corp., and family, bought WPUT(AM) Brewster and WRVH(FM) Patterson, N.Y., from Richard D. Novik for $1.4 million.

WXCL(AM) Peoria and WKQA(FM) Pekin, both Illinois, were sold by Manship Stations, a Baton Rouge-based group of three AM's, two FM's and two TV's principally owned by D.L. Manship and family, to Kelley Communications for $1.4 million. Kelley is owned by James C. McCrudden, who owns WSQV(FM) Jersey Shore, Pa.

Charles E. Antony sold WCEN-AM-FM Mount Pleasant, Mich., to Sommerville Broadcasting Co. for $1,350,000. Richard S. Sommerville and his wife, Letty, also own WSMA(AM) Marine City, Mich. Sommerville also owns 50% of WADM(AM)-WQTZ-FM Decatur, Ind.

Edward F. Baughn and family sold WPAG-AM-FM Ann Arbor, Mich., to Financial Advisory Services Inc. for $1.3 million. FAS is a subsidiary of Domino's Farms Inc., the Ann Arbor-based owner of Domino's Pizza, franchise operation principally owned by Thomas Monaghan.

Robert Johnson sold WBBE(AM)-WRMA(FM) Georgetown, Ky., to Maycourt Co. for $1.3 million. Maycourt is owned by Pegram Harrison and his wife, Ann, who also own WNOK-AM-FM Columbia, S.C.

Gordon Bud Pentz and family sold KWBE(AM)-KMAZ(FM) Beatrice, Neb., to The MEG Company for $1.2 million plus 80% of accounts receivable. MEG is owned by J. Taylor Monfort, who also has an interest in WDAR-AM-FM Darlington, S.C.

Henry J. Guzewicz, who also owns WICZ-TV Binghamton, N.Y., and who bought KTVZ(TV) Bend, Ore., for $3.9 million (see TV's), sold WRAK(AM)-WKSB(FM) Williamsport, Pa., to Pennsylvania Broadcasting Associates for $1.2 million. PBA is owned by J. Albert Dance who also owns WKBO(AM) Harrisburg, Pa.

WIBG(AM)-WSLT(FM) Ocean City, N.J., was sold by Ocean Communications to Philadelphia-based businessman, Robert A. Fox, for $1,162,500. Ocean is owned by Steven L. Sinn and William L. Koplovitz, son of William Koplovitz of Dempsey & Koplovitz, Washington communications law firm, and husband of Kay Koplovitz, president of USA Network. It has no other broadcast interests.

Bethesda, Md.-based investor, Norman Understein, and Chevy Chase, Md.-based broadcast consultant, Richard Zitelman, bought WRIP(AM)-WOWE(FM) Rossville, Ga., from WOWE Inc. for $1,150,000. WOWE is principally owned by David King, Anita Parinello, Ron Gillenardo and Ross Fleischman. It also bought KITE-FM Portland, Tex., for $1 million (see FM's).

Bill Dunnavant sold WKXC(AM)-WWKZ(FM) New Albany, Miss., to Radio-South of Mississippi for $1,150,000. Dunnavant also owns WJMW(AM)-WZYP(FM) Athens, Ala. RadioSouth is equally owned by Joe K. Shaw and Jack M. Norman, who own a Nashville-based masonry company. Norman is on the board of SunGroup Inc., a Nashville-based group of three AM's and five FM's.

Kelly Guglielmi, who owns LPTV's in Ventnor, N.J., bought WGNY-AM-FM Newburgh, N.Y., from Phillip A. Newman, for $1,100,000.

R.E. James sold WIRB(AM)-WLHQ(FM) Enterprise, Ala., to Northcom Ltd. for $1.1 million. Northcom is owned by John Oakley, president, and nine others. It also owns WHAL(AM)-WYCQ(FM) Shelbyville, Tenn., and WIRC(AM)-WYRC(FM) Hickory, N.C.

Jerry Stiles, Dallas-based real estate investor, who also purchased KEBQ(FM) Ardmore, Okla., for $540,000, bought KERV(AM)-KRVL(FM) Kerrville, Tex., for $1.1 million from Wayne Dayton and Joe Abernathy. Dayton has no other broadcast interests. Abernathy has an interest in KTON(AM)-KTQN(FM) Belton, Tex.

John D. Mattus, a Greenwich, Conn.-based real estate investor, joined Mark Ward, the stations' general manager to form USA Broadcasting Co. and buy KLCY(AM)-KYSS-FM Missoula, Mont., from Garden City Broadcasting Corp. for $1,050,000. Garden City is a subsidiary of Standard Communications Inc., a Salt Lake City-based group of five AM's, five FM's and seven TV's principally owned by George and Wilda Hatch. It also owns five weekly newspapers in the Northwest and the daily *Ogden* (Utah) *Standard Examiner*.

Raymond A. Lamb, chairman of Dakota

Bank & Trust Inc., Fargo, N.D., bought KBRK(AM)-KGKG(FM) Brookings, S.D., from Brookings Broadcasting Co. for $1,035,000. Brookings was principally owned by Robert J. Reimers and Gene Platek who have no other broadcast interests.

TM Communications, based in Dallas, bought KECK(AM) and KLGT(FM) (formerly KHAT-AM-FM) Lincoln, Neb., from J-P Enterprises Inc. for $1,025,000, from Karan A. Shelley, Mildred Early, Susan Early and Karman Parker. Publicly owned TM Communications produces radio and TV jingles, radio formats, videos and multimedia shows and licenses commercial use of music. TM also bought WLPR(FM) Mobile, Ala., for $2,550,000 and KNSS-FM Carson City, Nev. (see FM's).

Demaree Media Inc., a Fayetteville, Ark.-based group of three AM's and four FM's, owned by Levoy Patrick Demaree, and his wife, Reba Pearl, bought KZNG(AM)-KWBO(FM) Hot Springs, Ark., from George T. Heinrich for $1 million.

John Bomer, former chief operating officer of SunGroup Inc., a Nashville-based group of two AM's and three FM's, and Ronald E. Hale, owner of WWYN(FM) McKenzie, Tenn., bought WAKK(AM)-WAKH(FM) McComb, Miss., from Henry J. Sanders for $1 million. Sanders also owns WSUH(AM)-WMMS(FM) Oxford, Miss.

Cable

The following is a list of major cable sales of 1986. Since cable transactions are not required to be reported to any government agency, prices are infrequently disclosed, and a precise dollar total for 1986 sales is impossible to tabulate. The industry norm for estimating the price of a cable sale is about $1,500 per subscriber. With that as a guide, it can be safely said that cable sales totaled in excess of $5 billion. The following is a compilation of the larger sales reported by BROADCASTING in 1986.

The largest cable deal of 1985 closed in 1986, when Group W's sale of all its cable properties to a consortium of five major cable MSO's: Tele-Communications Inc.; American Television & Communications; Comcast Corp., Daniels & Associates, Hauser Communications, and Century Southwest Communications Corp., was completed for about $1.75 billion.

Entrepreneur and cable pioneer Jack Kent Cooke bought Bellevue, Wash.-based McCaw Cable for $775 million-$800 million. McCaw is the 22d largest cable MSO with 433,000 basic subscribers.

A joint venture of Taft Broadcasting, Robert M. Bass Group and members of Wometco Cable's management bought Wometco Cable for $625 million. Wometco is the 28th largest cable MSO with about 360,000 basic subscribers.

Tele-Communications Inc., the largest MSO with almost four million basic subscribers, bought 51% of United Artists Cablesystems Corp. for about $500 million. UA is the 13th largest cable MSO with 750,000 subscribers.

McClatchey Newspapers sold all its systems to Continental Cablevision for $127 million. The systems were around Fresno, Marysville, Visalia and Tulare, all California, and suburban Reno. Continental is the fifth largest cable MSO with about 1.3 million basic subscribers.

Televents Group was sold to Western Tele-Communications Inc. for $125 million cash and $20 million in convertible debentures. The systems sold were in Tampa, Fla.; Berkely and Richmond, both California; Gillette, Wyo., and portions of northwest Colorado. Televents was owned by Carl Williams. Western TCI was spun off from Tele-Communications Inc., in 1984. It is headed by TCI chairman, Bob Magness.

Tribune Company, Chicago-based group broadcaster and newspaper publisher, sold its cable systems in Danville and Newport News, both Virginia, to Cablevision Industries for $100 million. Cablevision is the 21st largest cable system with 400,000, basic subscribers. It also bought Tribune's systems in Glen Falls, Oneida and Fredonia, all New York, and a system in Jackson, Tenn., for $53 million.

Mid-America Capital Resources, a subsidiary of the Indianapolis Light and Power Co., sold it's Indianapolis system to Comcast for $80-$90 million. Comcast is the seventh largest MSO.

Multivisions Inc. sold its Alaska system to SONIC Communications for $78 million. Multivisions is owned by Robert Gould and Robert Uchitel. SONIC is an MSO with 75,000 subscribers owned by Chris Cowan, president.

Prime Cable, Austin, Tex.-based MSO with 10 systems, sold its New Jersey systems to Riverview Cablevision Inc. for about $75 million. Riverview is a New York-based group of eight systems owned by William H. Ingram and Cathy M. Brienza.

Heritage Communications bought 50% of Gill Cable TV's San Jose, Calif., cable system for about $60-$70 million. Gill Cable is owned by Allen Gilliland. San Jose was said to be the largest independent cable system, with 110,000 basic subscribers and 1,550 miles of plant.

Cablevision Systems, the 16th largest cable MSO, bought a suburban Cleveland system from a group of limited and general partners for $43 million. It also bought Fetzer Broadcasting's Michigan cable systems for $35 million. Fetzer is headed by Carl Lee, president.

Cencom Cable Associates bought Group W's St. Louis system in a transaction separate from Group W's divestiture (see above). Cencom, headed by Robert A. Brooks, paid about $35 million for the system. It is based in St. Louis and owns systems in five states.

Cowlitz Cablevision sold its only system to Century Communications Inc. for approximately $25 million. Century, based in New Canaan, Conn., is the 17th largest MSO with approximately 600,000 basic subscribers.

Rogers Communications sold its systems in Downey, Santa Fe Springs, Lynwood, Bell Gardens, Paramount and La Mirada, all California, to American Cablesystems for between $20 million and $30 million. Rogers, based in Toronto, is the 18th largest cable MSO and American Cablesystems the 24th largest. Americom also sold its system in Fort Smith, Ark., to Communications Services Inc. for $25 million. CSI is the 38th largest cable MSO, with 200,000 subscribers. ATC sold its Carson, Inglewood and Pomona systems, all California, to TCI for $18 million-$22 million.

Community Cable TV sold it's Turnersville, N.J., system to Jones Intercable, Englewood, Colo.-based MSO, for about $18 million. Community is owned by Frank and John Scarpa. Frank Scarpa is on the board of the National Cable Television Association. Jones is the 12th largest cable MSO.

Gateway Cablevision, based in Amsterdam, N.Y., sold its Tampa, Fla., system for $18 million to James & Associates, a Birmingham, Mich-based operator, serving 10,000 subscribers in Wisconsin.

Broker business boomed in 1986

Most agree that tax incentives and availability of financing led to a record-setting year; opinions are divided, however, on what 1987 will bring

Station brokers, almost unanimously reported record sales last year, topping 1985's record year.

Communications Equity Associates was the largest broker in 1986 with more than $1.5 billion in sales, comprising about $1.1 billion in cable properties and the remainder in TV and radio (from CEA's broadcast brokerage office in Washington, which celebrated its first anniversary last year). CEA derived $175 million of that total from the sale of common carrier services. CEA vice president for marketing, Mark Sena, said that the total did not include appraisal or consulting work. That figure also does not include CEA's investment banking transactions.

Once again, the leading broadcast broker was Howard A. Stark, who sold $566 million worth of properties in 1986. Stark, who runs his one-man shop out of New York, has consistently managed to lead all brokers for many years and has been quietly involved in many of the industry's largest sales. Stark reached that record-setting total with only six sales, including the three Outlet spinoffs.

Blackburn & Co., based in Washington, also had, according to Richard Blackburn, another record year, with sales in excess of $500 million. Blackburn said the company brokered 78 transactions last year, with about $350 million in radio sales and $150 million in television.

R.C. Crisler & Co., Cincinnati, also set a record, selling $360-million worth of stations, with six radio and 18 television sales.

Atlanta-based Chapman Associates did about $300 million in sales, its best ever, according to Charlie Giddens, vice president in charge of major markets, based in Washington. Giddens said Chapman's sales included 145 radio transactions, mostly in smaller and medium markets. It also sold three TV's last year, but Giddens said, Chapman expects to sell many more in 1987.

Wertheim/Schroeder & Co. (formerly Wertheim & Co.), a New York-based investment banker, last year started a brokerage division headed by Gary Stevens, former president of Doubleday Broadcasting. Stevens sold $280 million worth of radio properties in 11 transactions involving 21 stations.

Ted Hepburn of the Ted Hepburn Co., said that he brokered about $150 million in a mixture of TV and radio sales, ranging from a $50,000 FM CP in Nicholasville, Tenn., to the $60-million Group One Sale to DKM Broadcasting (see Groups). Cincinnati-based Hepburn Co. is run by Ted and his son, Todd.

Americom Radio Brokers, a Washington-based brokerage firm owned by brothers, Tom and Dan Gammon, brokered 11 radio transactions last year worth $112 million, said Tom Gammon.

Bob Mahlman, of the Mahlman Co., Bronxville, N.Y., said that his company had brokered $101.7 million in 13 sales last year. Mahlman handles only radio station sales.

H.B. LaRue, Media Broker Inc., run by Ben LaRue, reported about $100 million in broadcast sales last year, plus another $17 million in cable sales. LaRue has offices in Beverly Hills, New York and Atlanta.

Frank Kalil, of Kalil & Co., said that his company had done almost $60 million in business last year, a new record. Kalil, based in Tuscon, brokered 13 sales—five TV's and the remainder radios.

Dick Foreman of Richard A. Foreman Associates, Stamford, Conn., sold about $35 million worth of properties last year. He reported a total of eight sales—three TV's and 5 radio stations.

Robert Chaisson, of Robert A. Chaisson Inc., had about $30 million in sales. Chaisson, based in New Canaan, Conn., brokered six sales last year.

Brokers agreed that the two biggest stories of 1986, as far as the station trading scene is concerned, were the enormous increase in sales in the fourth quarter generated by the changes in the tax laws and the continuing availabilty of venture capital for buying, which resulted in an unprecedented number of management buyouts and other expansion.

Crisler's Larry Wood said he thought the two were tied together. "Broadcasting has traditionally been a heavily taxed industry, without the investment tax credits available to other, more capital-intensive industries." Wood said that the new tax laws, which eliminated much of that investment tax credit, led investors to broadcasting. With the general health of the economy, coupled with low interests rates, much more money went to broadcasting, which historically has had a very high growth rate. "There's a tremendous amount of money out there with no place to go, said Wood. "With interest rates being what they are, there is no gilt-edged money market income for investors and they are looking for a relatively safe, high-yield investment. . . broadcasting is a good answer."

Bob Mahlman echoed that sentiment for radio and pointed to the average 8%-10% revenue growth and last year's 10%-12% as evidence of the intrinsic good investment value of radio. He said: "1986 was the year we were discovered by bankers and Wall St."

Ted Hepburn agreed that a lot of speculative lending in 1986 combined with the tax change activity to make last year a record. "About a third of the way through the year, people chose to liquidate at a favorable moment. It was a once-in-a-lifetime opportunity," said Hepburn, who added "it would take at least five years of appreciation for a seller to catch up with a tax break missed at the end of the year. A lot of buyers stepped back and decided that if they felt they were going to liquidate before, say, the end of the decade, a good time to do it was in 1986," said Hepburn. "Furthermore, if the seller was a traditionally-structured corporation, 1986 was a good time to get out," he said.

There was disagreement among brokers about the market in 1987. Many felt that it would be very slow, and some, while not wanting to go on the record, felt the market might take a sharp downward turn, but there was not much worry in the voices of those making the dire predictions. Most felt that after a slow beginning, things would recover by early summer and that 1987 would end up a very good, but not as spectacular, year as 1986.

Charlie Giddens, with Chapman Associates, echoed the feelings of most brokers, that the first quarter of 1987 was very slow: "The first quarter is always slow, but this is the slowest in my memory. Almost everyone who had been waiting for the time to sell, did so in 1986. The fourth quarter tax motivation had everybody running around [to close before year's end]. Brokers were going nuts." But Giddens felt that things would remain calm for a while. "Those who didn't sell are going to be regrouping, and will wait a little while longer before they sell," said Giddens. However Giddens, unlike Haehnle, felt that sales would be picking up, by the end of the first quarter: "1987 will be roaring by the NAB [National Association of Broadcasters convention in March]."

Clyde Haehnle, another broker with Crisler, felt that the tax law changes, and their higher interim rates would have a chilling effect on the market in 1987, at least for the first and possibly the second quarters. However, Haehnle felt that that would cause a resurgance toward the end of the year and pointed out that while Crisler & Co. had not had many sales in the first quarter of 1987, they had been very busy with appraisals in anticipation of sales in the future. As Haehnle put it, "1986 was a phenomenally good year, but not as good as next year."

Kalil also felt 1987 would be better than '86. "I just don't see how it couldn't be," he said, "there's just so much money out there looking for investments." Kalil added, "the dire predictions of a price bust in 1987 are simply not to be. Sales have not peaked."

Stevens, who was involved in LIN Radio's spin-off's and Doubleday's sale to Emmis Broadcasting, said: "Radio has always been management intensive, a good smart operator, as opposed to an investor, will always do well. Those guys will have no problems finding money for acquisitions." Mahlman echoed that sentiment: "There is certainly no decrease in demand for stations, but equity is only there for qualified new buyers."

The downside that all brokers mentioned was the softness in independent TV. There was almost complete unanimity in saying that independents generally were way off, and if the third or fourth independent in a market was mentioned, brokers simply shook thier heads in dismay. Kalil said he had turned down several offers to sell independents in recent months and one broker said he had been turning down independent sales for over a year.

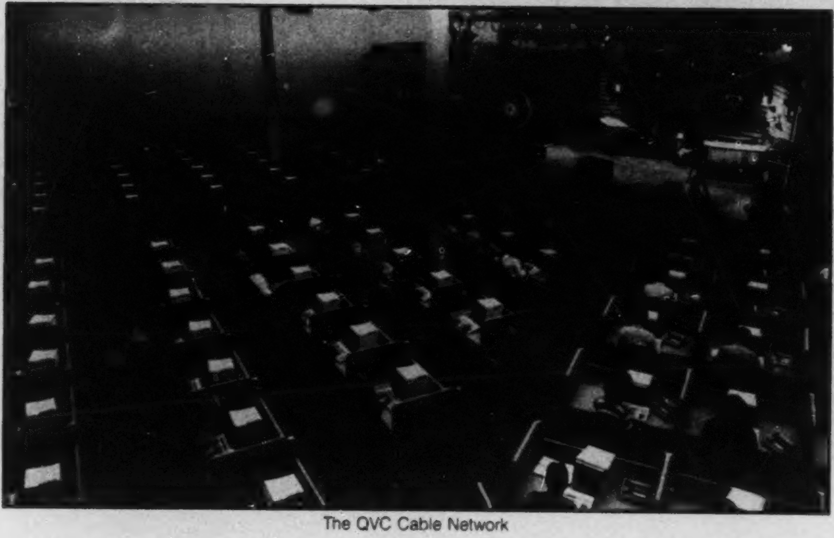
The causes mentioned for the sorry indie situation were very high prices for programing combined with oversaturation of independents in certain markets, causing increased competition for an already expensive commodity. Added to the cost factor was the shaky financial status of several stations: the bankruptcy of Grant Broadcasting and WTTV(TV) Indianapolis and the price reductions Taft and Meredith had to accept in order to sell their stations.

Even Howard Stark, with a record year in TV sales, said: "It was a dull year for TV. If it weren't for HSN [Home Shopping Network] coming on the scene [HSN bought 11 stations in 1986], it would have been even worse."

Diane Healy Linen of CEA, was more optomistic. She said: "It's a Darwinian period right now and the strong will survive. Indie's have deep expense problems right now, but syndicators are beginning to be more realistic about the prices they are charging." Consequently, Linen felt there would be a resurgance in 1987, possibly as early as the late first quarter.

Ben LaRue also agreed that independents were going through a bad period right now, but felt they were not all a bad bet. "The first or even the second independent in a market has a good chance of doing well," LaRue said. "Syndicators will be more selective; there are not enough healthy independents to have a bidding war." Richards agreed, and added: "Broadcasters will be making more solid value judgements in 1987."

Some broadcasters have worried that the collapsed closings and bankruptcies might dry up some of the money for acquisitions this year, but many brokers saw the failures as helping the industry. Linen said: "Last year, there were lots of Wall Street investment dollars floating around and a lot of people got their fingers burned, they will exercise a little more caution in the future." ■



The QVC Cable Network

Inc. has been airing Tempo Galleria, the umbrella title for its current offerings of four teleshopping programs consisting of 30- to 90-minute segments integrated into the cable network's regular programing. Tempo has aired shopping programs on a regular basis since 1980, expanding its teleshopping offerings when the home shopping craze hit in 1986, said Sarina Klaver, Tempo director of corporate communications. The network is still selling time to other shopping services not produced by Tempo. It currently offers about four hours a day, with more shopping programs to be added later this year, Klaver said.

■ *ValueTelevision,* with co-hosts Alex Trebek and Meredith MacRae, combines the entertainment and consumer information of a talk show with elements of a home shopping show. It is a joint venture of Lorimar-Telepictures, Fox Television Stations and the Hanover Cos. The merchandise sold on the program is coordinated by Hanover, a subsidiary of Horn & Hardart. In addition, Lorimar-Telepictures has announced plans for an all-night home shopping show to be introduced later this year called *VTV Late Night.* According to the development plan (BROADCASTING, Feb. 2), *VTV Late Night* will be a live, satellite-fed, daily strip show originating from a Las Vegas casino. It will run nine hours, with stations required to air a minimum of four hours. Two or three hosts will rotate shifts.

■ A lowest-price guarantee is one selling point used by Houston-based Consumer Discount Network, which began operations last Sept. 15. CDN customers who find their merchandise at a lower price at another outlet are refunded the difference between the two prices plus 10% of that difference, according to CDN's cable affiliate manager, Larry Johnston. CDN offers 150,000 products, ranging from clothing and jewelry to electronics and home appliances, and is marketed to broadcast and cable outlets via Satcom IV, transponder 24. CDN I airs seven days a week from noon to 8 p.m. NYT.

CDN, which is publicly owned and listed on the American Stock Exchange, hopes to expand to 24 hours when transponder space becomes available. It offers cable systems and broadcasters an 8% commission. (A cable operator receives a commission from a sale in its coverage area even if the buyer is a satellite dish owner or is not a system subscriber.) According to Johnston, there is much competition in the home shopping industry. "I think you'll see a few others [services] drop off," he said. "CDN will be here to stay."

■ Video Shopping Mall, Jenkintown, Pa., has positioned itself as a retailer of franchises and home study courses. The service, which began in June 1986, also sells electronics, jewelry and other merchandise. It is

NBC continues winning ways

NBC took week 19, ended Feb. 1, with a 17.4 rating/27 share, 1.7 rating points over CBS's 15.7/24 and 2.3 rating points ahead of ABC's 15.1/23. Last year for prime time the numbers ran NBC 18.2/28, CBS 16.4/25 and ABC 15.8/24.

In the battle for evening news, CBS took the week with a 13.9/24. NBC claimed a 12.4/21, while ABC scored a 10.8/18. Last year CBS won with a 15.5/25 over NBC's 14.0/23 and ABC's 13.9/23.

At this point in the season, NBC has a season-to-date average of 17.9/28, while CBS has a 16.1/26, and ABC a 14.2/23. Both CBS and ABC are a bit behind their season averages of last season, while NBC is right on the mark with its average from last year.

The HUT level (homes using television) was down to 64.9%, behind week 18's 66.5% and last year's week 19 HUT level of 65.4%.

ABC took Monday, Tuesday and Wednesday. NBC took Thursday and Saturday. CBS took Friday and Sunday.

Tuesday evening's presidential State of the Union Address ran from 9 to 10 p.m. The accompanying analyses that ran on CBS and NBC from 10 to 11 p.m. couldn't compete for ratings and audience with ABC's repeat broadcast of *Jack & Mike.* The news analyses pulled in an 8.2/14 on CBS and a 9.1/16 on NBC. ABC had a 12.4/22 for the same hour with its programing.

Neither ABC's broadcast of *The Man With the Golden Gun* (14.9/24), nor NBC's *LBJ: The Early Years* (18.4/27) could beat CBS's lineup of *60 Minutes, Murder, She Wrote, Designing Women* and *Hard Copy.* CBS took the evening with a 19.9/29.7, over NBC's 17.3/25.5 and ABC's 14.8/22.1.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.1/52
2.	Family Ties	NBC	36.0/51
3.	Cheers	NBC	30.3/43
4.	Night Court	NBC	26.2/38
5.	Growing Pains	ABC	25.4/37
6.	Murder She Wrote	CBS	24.9/35
7.	Who's the Boss	ABC	23.2/34
8.	60 Minutes	CBS	22.4/34
9.	American Music Awards	ABC	22.2/32
10.	Golden Girls	NBC	21.8/35
11.	Dallas	CBS	21.2/34
12.	Kate & Allie	CBS	20.5/28
13.	Newhart	CBS	19.5/27
13.	Highway to Heaven	NBC	19.5/29
15.	Designing Women	CBS	19.2/28
16.	Dynasty	ABC	18.9/28
17.	Knots Landing	CBS	18.8/30
18.	My Sister Sam	CBS	18.5/25
19.	Sunday Night Movie	NBC	18.4/27
20.	Easy Street Special	NBC	17.8/29
21.	Falcon Crest	CBS	17.7/30
22.	Cavanaughs	CBS	17.1/24
23.	Head of the Class	ABC	16.9/25
24.	L.A. Law	NBC	16.7/27
24.	Facts of Life	NBC	16.7/28
26.	Miami Vice	NBC	16.5/26
27.	Matlock	NBC	16.4/24
28.	Perfect Strangers	ABC	16.2/24
28.	Tortellis	NBC	16.2/25
30.	Hotel	ABC	16.1/27
30.	Gimme a Break	NBC	16.1/24
32.	Storyteller	NBC	15.7/26
32.	Monday Night Movies	NBC	15.7/22
34.	Cagney & Lacey	CBS	15.5/24
35.	St. Elsewhere	NBC	15.0/25
36.	Sunday Night Movie	ABC	14.9/24
37.	Spenser: For Hire	ABC	14.6/25
38.	Crime Story	NBC	14.5/25
39.	Mr. Belvedere	ABC	14.2/23
39.	Simon & Simon	CBS	14.2/20
41.	Webster	ABC	14.1/23
41.	Disney Sunday Movie	ABC	14.1/20
41.	Hallmark Hall of Fame	CBS	14.1/24
41.	Special Movie	CBS	14.1/22
41.	Scarecrow & Mrs. King	CBS	14.1/23
46.	Our House	NBC	14.0/21
47.	20/20	ABC	13.8/22
48.	Pres. State Union Analysis	NBC	13.3/20
49.	Hard Copy	CBS	12.9/21
50.	Colbys	ABC	12.7/18
50.	Mike Hammer	CBS	12.7/19
52.	Jack & Mike	ABC	12.4/22
53.	Outlaws	CBS	12.3/21
54.	Ohara	ABC	12.2/20
54.	Today at 35	NBC	12.2/21
56.	Stingray	NBC	11.9/20
57.	Starman	ABC	10.9/19
58.	Sledge Hammer	ABC	10.8/18
59.	Wizard	CBS	10.0/15
60.	Shell Game	CBS	9.8/14
61.	Sidekicks	ABC	9.2/15
62.	Analysis State Union Addr.	NBC	9.1/16
63.	Gung Ho	ABC	8.8/14
64.	State Union Summary	CBS	8.2/14
65.	Dads	ABC	7.6/12
66.	Our World	ABC	6.8/10

year-old structure is damaged beyond repair.

Initial estimates of damages were at least several million dollars. A final report on the facility's structural damage should be completed this week by the technical consulting firm, Structural Systems Technology of McLean, Va., contracted by the stations to repair the 1,520-foot tower.

Two FM stations knocked off the air by the collision, KZEW and KSCS, will try to replace their antennas on the original tower as early as this week, according to WFAA-TV's John Irvin, director of broadcast operations. The stations have temporarily been broadcasting at reduced power from another tower. Broadcasts of ABC affiliate WFAA-TV, CBS affiliates KDFW-TV and NBC affiliate KXAS-TV have not been affected so far by the incident.

There remained no explanation for the crash, in which no one was injured and two pilots ejected safely from the plane, but Irvin said he believed the incident was under investigation by military personnel.

Damage to the tower, initial reports found, included the severing of supporting guy wires, causing the tower to rotate eight degrees, the bending of the tower's top section and the destruction of the corner candelabra that had held the two FM antennas.

There was apparently no danger of the tower collapsing, originally a concern because of its close proximity to two other broadcast towers, one of which supports antennas for three UHF stations and nine FM's, and the other with a UHF antenna.

If the damaged tower is found to be a total loss, according to one engineer, the stations would probably continue to use it for another year while building a backup structure, then remove the current structure and erect a new and permanent tower on the site. □

For the Record

As compiled by BROADCASTING, Jan. 29 through Feb. 4, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

- KJBA(FM) Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Seeks assignment of license from Life Broadcasting Inc. to Arctic Broadcasting association for $10,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Charles F. Sebastian. It also owns KICY-AM-FM Nome, KCFA(AM) Eagle River and KGOD(AM) Wasilla, all Alaska. Filed Jan. 16.
- KYPB(AM) Quartzsite, Ariz. (CP)—Seeks assignment of license from Janice A. Murphy to William Harling for $3,000. Neither seller nor buyer have other broadcast interests. Filed Jan. 23.
- WBMX-FM Oak Park, Ill. (102.7 mhz; 6 kw; HAAT: 1,170 ft.)—Seeks assignment of license from Egmont Sonderling to Northlake Communications Ltd. for $28 million. Seller also owns co-located WBMX(AM) (which is being sold, see below) and is applicant for new FM in Arlington, N.Y. Buyer is owned by Mitchell Rubenstein, his wife, Laurie S. Silvers, and her father, Gordon Sherman. Rubenstein and Silvers own cable system in Palm Beach, Fla. Filed Jan. 14.
- WBMX(AM) Oak Park, Ill. (1490 khz; 1 kw-D; 250 w-N)—Seeks assignment of license from Egmont Sonderling to Alliance Communications Inc. for $2 million. Buyer is owned by Polish National Alliance, Chicago-based nonprofit insurance company. It is headed by Aloysius A. Mazewski, president, and has no other broadcast interests. Filed Jan. 23.
- WSDR(AM) Sterling, Ill. (1240 khz; 500 w-D; 1 kw-N)—Seeks assignment of license from WSDR Inc. to Seith-Serafin Communications Inc. for $1.6 million. Seller is owned by Thomas L. Davis, president and eight others. It has no other broadcast interests. Buyer is owned by Alex R. Seith, his son, William, and Thomas Serafin. Both Alex and William Seith are Chicago attornies, Serafin is press secretary to Senator Allen Dixon (D-Ill.). Filed Jan. 20.
- KKZX(AM) Davenport, Iowa, and WXLP(FM) Moline, Ill. (AM: 1170 khz; 1 kw-U; FM: 96.9 mhz; 50 kw; HAAT: 500 ft.)—Seeks assignment of license from Guy Gannett Broadcasting Services to Goodrich Broadcasting for $1.8 million. Seller is Portland, Me.-based publisher and group of four AM's, four FM's, four TV's. Buyer is owned by Robert Goodrich, who also owns WVIC-AM-FM Lansing and WSNX-AM-FM Muskegon, both Michigan. Filed Jan. 20.
- KDMC-FM Dyersville, Iowa (99.3 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Diversified Media Corp. to David A. Ballstaedt for $75,000. Seller is owned by Charles P. Hilliard, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Jan. 13.
- KYKZ(FM) Lake Charles, La. (96.1 mhz; 100 kw; HAAT: 427.5 ft.)—Seeks assignment of license from Faver Broadcasting Income Fund Ltd. 1 to Southwest TV & Radio Inc. for $1.5 million. Seller is owned by William Woodall, Mark Dunaway and Stanley Sackin. It has interest in WGAF-FM Quitman, Ga., and is general partner of WFVR(FM) Valdosta, Ga.; WTGQ(FM) Cairo, Ga.; WPTM(FM) Roanoke Rapids, N.C.; WSMY(AM) Weldon, N.C. and WLET(AM)-WZLI(FM) Toccoa, Ga. Buyer is owned by Russell Chambers, who with former Rollins Communications owners, Wayne Rollins and family, has interest in KLAX-TV Alexandria, La. Filed Jan. 20.
- WQXO-AM-FM Munising, Mich. (AM: 1400 khz; 1 kw-U; 98.3 mhz; 1.8 kw; HAAT: 380 ft.)—Seeks assignment of license from Morgan J. Marti to Munising Radio Inc. for $145,000. Seller has no other broadcast interests. Buyer is owned by William D. Poage and his wife, Cathy, and Joanna G. Kramer and her husband, Robert. It has no other broadcast interests. Filed Jan. 20.
- KNUU(AM) Paradise (Las Vegas) and KBET(AM) Reno, both Nevada (KNUU: 970 khz; 5 kw-D; 500 w-N)—Seeks assignment of license from Bernstein/Rein Advertising Inc. to CAT Broadcasting Corp. for $2.1 million. Seller is owned by Robert Bernstein, owner of Kansas City-based advertising firm. He has no other broadcast interests. Buyer is owned by Douglas Trenner and his wife, Christina. Trenner is quarter horse breeder, who owns Sunshine Ranch, Coachella Valley, Calif., Filed Jan. 12.
- KMJK(FM) Lake Oswego, Ore. (106.7 mhz; 100 kw; HAAT: 877 ft.)—Seeks assignment of license from 107 Ltd. to Magic Radio Inc. for $3.9 million. Seller is headed by Victor M. Ives, general partner and 12 others. It is Portland, Ore.-based group of three AM's and two FM's. Buyer is owned by Bruce Engle and his wife, Terri. They are majority owner of Capps Broadcasting, Bend, Ore.-based group of

Summary of broadcasting
as of Oct. 31, 1986

Service	On Air	CP's	Total *
Commercial AM	4,856	170	5,026
Commercial FM	3,936	418	4,354
Educational FM	1,254	173	1,427
Total Radio	10,046	761	10,807
FM translators	1,115	766	1,881
Commercial VHF TV	547	23	570
Commercial UHF TV	435	222	657
Educational VHF TV	111	3	114
Educational UHF TV	192	25	217
Total TV	1,285	273	1,558
VHF LPTV	255	74	329
UHF LPTV	180	136	316
Total LPTV	435	210	645
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

EDWIN TORNBERG
& COMPANY, INC.

ET

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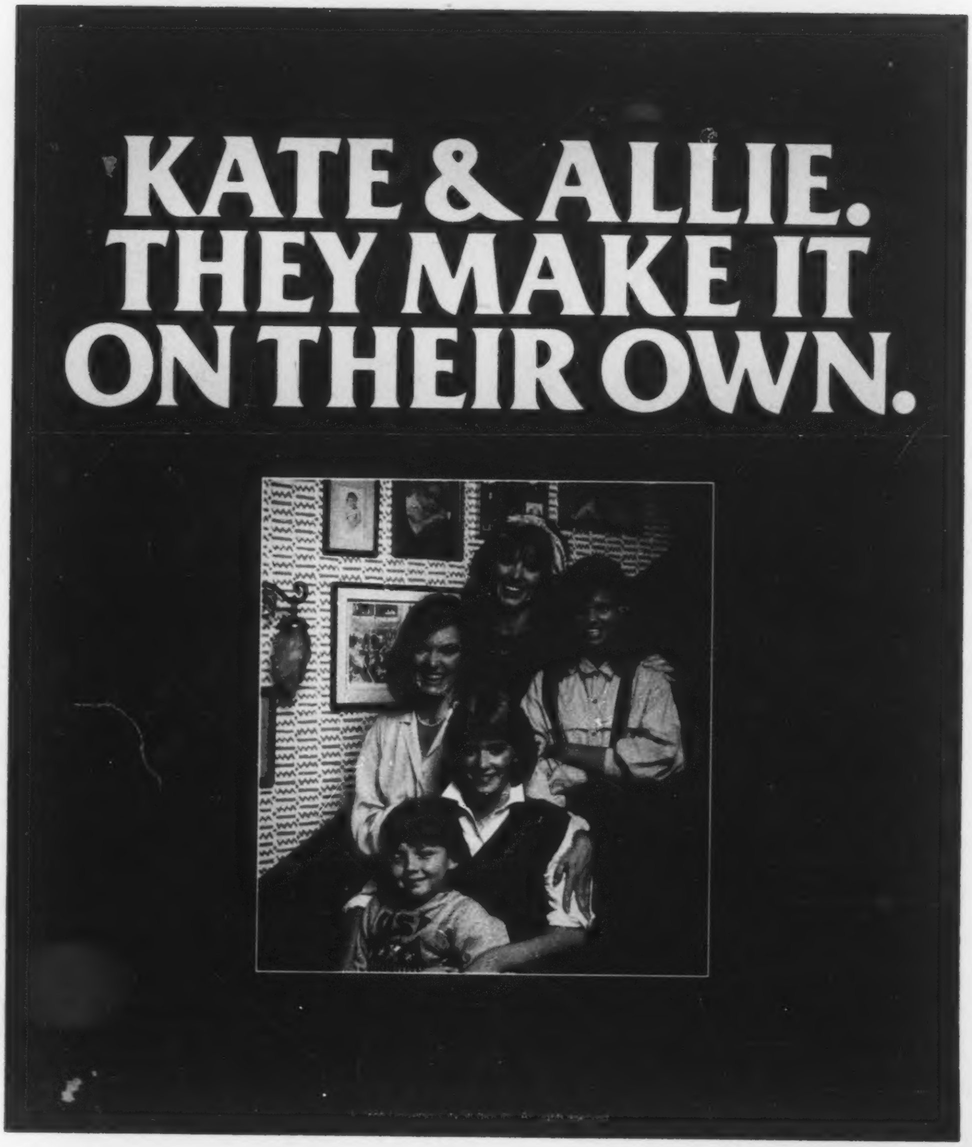
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 16


KATE & ALLIE.
THEY MAKE IT
ON THEIR OWN.

56th Year 1987

SPECIAL REPORT

AT LARGE

Vol. 112 No. 7

Broadcasting Feb 16

"At Large" with John Dingell
FCC to probe syndicated exclusivity, compulsory license
Top 50 advertising agencies

SECOND LOOK □ FCC moves to examine syndicated exclusivity rules and cable's compulsory license. **PAGE 27.**

EARNINGS STORY □ ABC, CBS earnings off for full year. **PAGE 28.**

SECOND THOUGHTS □ MCA TV expected to pull *Miami Vice* from syndication market. **PAGE 29.**

DINGELL AT LARGE □ House Commerce Committee Chairman John Dingell (D-Mich.) discusses license renewal, the public interest standard and must carry. **PAGE 31.**

TOP 50 AGENCIES □ BROADCASTING's survey of the top 50 advertising agencies finds that consolidations affected billings, which showed slight increases in all categories. **PAGE 36.**

NEWS CORP. IN PROFILE □ Rupert Murdoch has transformed his father's company into a worldwide media conglomerate, with newspaper, television and program production interests spread across three continents. **PAGE 42.**

INTO BUSINESS □ Jerry Weintraub, with nearly half a billion dollars in backing, creates TV production, music and concert promotion company. **PAGE 48.**

LOOKING GOOD □ Walt Disney Co. says syndication business was responsible for its record first quarter. **PAGE 48.**

U.S. CANDIDATE □ U.S. is pushing former FCC Chairman Dean Burch for director general of Intelsat. **PAGE 49.**

SITE SETTING □ League of Women Voters announces New Hampshire and Nashville sites for 1988 presidential debates. **PAGE 52.**

SOVIET DISCOVERY □ Discovery Channel reaches accord to air 66 hours of Soviet television. **PAGE 53.**

UN SPOT □ *Amerika* star Kris Kristofferson records PSA for United Nations. **PAGE 54.**

NASHVILLE CATS □ Nearly 1,000 are expected for Country Radio Seminar in Nashville. **PAGE 56.**

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BROADCASTING's top 50 advertising agencies

(All figures are in millions)

Agency	Broadcast/cable Billings	Combined Total TV	TV network	TV spot	Total radio	Radio network	Radio spot	Cable TV	Broadcast Percentage agency's Total billings	% change from 1985	Last Year's rank
1. Young & Rubicam	1,598.0	1,463.0	1,060.0	403.0	91.0	28.0	63.0	44.0	65	+5.4	1
2. J. Walter Thompson	1,210.0	1,116.0	738.0	378.0	74.0	23.0	51.0	20.0	70	+4.1	2
3. BBDO Worldwide	951.0	818.0	494.0	324.0	104.0	31.0	73.0	29.0	72	+3.0	3
4. Leo Burnett	940.0	895.0	710.0	185.0	30.0	5.0	25.0	15.0	69	+12.0	5
5. D'Arcy Masius B & B	833.0	707.0	455.0	252.0	104.0	16.0	88.0	22.0	69	-3.9	4
6. DFS Dorland	720.5	641.1	354.2	286.9	56.1	10.6	45.5	23.3	78	-0.2	7
7. Foote, Cone & Belding	699.0	618.0	323.0	295.0	61.0	3.0	58.0	20.0	81	+14.0	8
8. Ogilvy & Mather	688.9	600.4	427.5	172.9	80.0	34.9	45.1	8.5	71	+3.2	6
9. DDB Needham	675.5	625.5	410.5	215.0	33.9	—	33.9	16.1	54	—	—
10. Grey Advertising	564.6	506.1	316.8	189.3	34.7	2.9	31.8	23.8	57	+1.0	9
11. McCann Erickson	512.3	446.1	272.3	173.8	66.2	6.9	59.3	—	64	+4.1	10
12. Saatchi & Saatchi	465.0	435.0	376.0	59.0	12.0	12.0	0.0	18.0	75	+5.0	12
13. Bozell Jacobs	413.6	300.6	157.7	142.9	93.5	8.7	84.8	19.5	37	-5.8	—
14. SSC&B	383.4	326.9	241.2	85.7	51.8	4.1	47.7	4.7	83	-6.0	12
15. N W Ayer	374.1	323.8	231.9	91.9	42.1	24.0	18.1	8.2	57	+4.5	15
16. Ted Bates	372.9	333.6	245.1	88.5	24.3	18.7	5.6	15.0	71	-1.8	14
17. Backer & Spielvogel	338.2	308.0	199.9	108.1	23.2	1.4	21.9	7.0	75	+9.0	17
18. William Esty Co.	329.0	310.0	220.0	90.0	14.0	3.0	11.0	5.0	65	+8.0	18
19. Advanswers	280.0	256.0	180.0	76.0	20.0	1.0	19.0	4.0	80	+13.8	20
20. Campbell Ewald	241.0	193.2	131.7	61.5	40.4	12.4	28.0	7.4	64	+6.0	22
21. Wells, Rich, Greene	230.0	203.4	132.6	70.8	25.8	7.5	18.3	0.5	59	0	21
22. Campbell Mithun	223.4	198.7	45.8	152.9	23.2	2.3	20.9	1.5	58	+12.5	24
23. Cunningham & Walsh	210.0	187.5	112.5	75.0	15.5	4.2	11.3	7.0	68	+19.6	28
24. Tracy Locke	209.4	166.3	32.0	134.3	40.6	4.0	36.6	2.5	85	+5.0	23
25. Scali, McCabe, Sloves	192.6	154.6	65.5	89.1	36.8	—	36.8	1.2	45	+44.8	34
26. Ketchum Communications	190.3	168.3	49.1	119.2	20.7	0.5	20.2	1.3	39	+37.7	33
27. Lowe Marschalk	185.1	176.1	126.4	49.7	9.0	0.1	8.9	—	57	+6.0	29
28. Ally Gargano/MCA	175.9	159.6	72.9	86.7	7.4	—	7.4	8.9	100	—	—
29. Jordan, Manning, Case	175.0	139.0	100.0	39.0	24.0	12.0	12.0	12.0	73	+10.1	31
30. Della Femina, Travisano	174.7	155.0	66.1	88.9	17.9	1.6	16.3	1.8	67	-11.2	26
31. Admarketing	162.0	149.0	1.8	147.2	13.0	—	13.0	—	88	+2.1	32
32. HBM Creamer	148.2	135.8	66.3	69.5	12.4	0.6	11.8	—	62	-25.0	25
33. Chiat Day	137.0	116.0	52.4	63.6	16.0	1.5	14.5	5.0	44	-28.0	27
34. W.B. Doner	128.5	97.4	12.9	84.5	28.6	—	28.6	2.5	65	+12.1	36
35. Ross Roy Group	118.6	88.2	18.4	69.8	29.1	7.1	22.0	1.3	29	+78.0	46
36. Griffin Bacal	115.1	112.3	28.0	84.3	0.1	—	0.1	2.7	96	—	—
37. Daily & Associates	115.0	96.0	75.0	21.0	15.0	0.5	14.5	4.0	76	+9.4	37
38. Bloom Cos.	103.6	73.2	39.9	33.3	30.4	6.0	24.4	0	55	+49.0	45
39. Tatham-Laird & Kudner	101.6	86.5	58.5	28.0	10.6	6.6	4.0	4.5	43	+4.7	39
40. Laurence, Charles, Free	95.1	84.1	35.0	49.1	9.2	2.0	7.2	1.8	33	+36.0	43
41. Lord, Geller, Federico	88.5	79.5	64.2	15.3	6.5	3.2	3.3	2.5	42	—	—
42. Kornhauser & Calene	85.0	79.0	67.0	12.0	3.0	3.0	—	3.0	70	-1.2	42
43. Geers Gross Advertising	80.0	75.0	26.0	49.0	4.0	—	4.0	1.0	50	+14.2	44
44. Rosenfeld, Sirowitz	76.5	70.0	53.0	17.0	4.0	3.0	1.0	2.5	75	-18.0	40
45. Warwick Advertising	75.2	68.0	57.3	10.7	5.8	3.1	2.7	1.4	63	+28.0	48
46. Levine, Huntley, Schmidt	74.0	66.0	31.0	35.0	5.0	—	5.0	3.0	60	+37.0	50
47. Ammirati & Puris	67.4	63.4	26.8	36.6	1.2	—	1.2	2.8	58	—	—
48. McCaffrey and McCall	61.0	47.5	32.5	15.0	11.0	1.0	10.0	2.5	33	-4.9	47
49. HCM	46.7	33.9	12.7	21.2	12.8	3.9	8.9	—	25	—	—
50. Earle Palmer Brown	45.0	35.0	—	35.0	10.0	1.0	9.0	—	40	—	—

Although many agencies report cable billings in their TV billings, BROADCASTING separates cable figures into another category in this chart. The combined broadcast-cable billings figure is derived from adding the total television, radio and cable categories. Ogilvy Mather's 1985 billings were readjusted to $667.5 million.

$950 million. Acquired during the year were Apple Computer and Bumble Bee seafood. Other clients involved in broadcast spending during the year included Lever Brothers, George Hormel & Co., International Multifoods, Polaroid, Time Inc., PepsiCo., Pillsbury, Scott Paper, Visa U.S.A., Gillette, Campbell Soup, Dodge Dealers, E.J. Brach & Sons and Delta Airlines.

38 The Bloom Companies

The Dallas-based Bloom Companies had total broadcast-cable billings of $103.6 million in 1986, up 49% from 1985, representing 55% of its total domestic billings. Total television billings came to $73.2 million in 1986, with $39.9 million earmarked to network and $33.3 million in spot. Radio totaled $30.4 million, with $6 million going to network and $24.4 invested in spot. As was the case in 1984 and 1985, The Bloom Cos. reported no cable billings in 1986.

13 Bozell, Jacobs, Kenyon & Eckhardt

The subsidiary of Lorimar-Telepictures, into which Bozell Jacobs was merged at the beginning of 1986, posted a slight decline in total broadcast billings for the year. Despite losing the Jaguar and Lee Jeans accounts, the agency added a major Merrill Lynch network television account ($30 million in billings) that included sponsorships of the Super Bowl and the U.S. Open Tennis Tournament. Other new business came from Revlon, Coleco, De Laurentiis Entertainment and the U.S. Air Force. The firm's total broadcast television billings were roughly split between network and spot, and cable television billings increased 20% to $19.5 million. Radio billings were down 6%, with most of that invested in network.

4 Leo Burnett

With a tremendous spurt in television advertising in 1986, Burnett lifted its overall broadcast billings by $100 million to $940 million. Cable advertising grew substantially—to $15 million from $5 million. Radio swelled by $5 million to $30 million. Burnett's major account acquisition during the year was Richardson-Vicks. The agency reported no client defections. Radio and TV clients during the year included Allstate Insurance, Beatrice Foods, Commonwealth Edison Co., Heinz, Harris Bank, Keebler Co., Kellogg, Kraft, Maytag, Miller Brewing, McDonald's, Memtec, Procter & Gamble, Pillsbury, RCA Consumer Electronics Division, Salada, Seven Up, Starkist Foods, United Airlines and Union Carbide.

20 Campbell-Ewald

Broadcast/cable billings for this agency were up 6% to $241 million. Television billings rose 5% to $193.2 million. Radio billings were up 8% to $40.4 million. The agency increased its cable billings by about $1 million to $7.4 million.

22 Campbell-Mithun

Campbell-Mithun's total broadcast and cable billings were up 12.5% to $223.9 million. Television billings rose 15.6% to $199.2 million. Radio billings were off 10%, dropping to $23.2 million. Accounts added included ConAgra Inc., and Sandoz Nutrition Corp. Accounts resigned included Montgomery Ward.

33 Chiat/Day

This Los Angeles-based agency did not have a good fiscal year 1986. Combined broadcast billings were off about 28% to $136.9 million. While the company supplied a total broadcast/ cable figure, it could not provide a precise breakout by category in the chart on page 37. But one company source suggested that the splits between television network and spot, and radio network and spot were roughly equivalent to last year. However, total television billings, including cable, totaled about $121 million in fiscal 1986, off almost 26% from the year before. The agency's total radio billings for the period were $16 million, down by almost half the $30 million in radio billings it had in fiscal 1985.

23 Cunningham & Walsh

N W Ayer acquired most of the Cunningham & Walsh Group last December, including C&W, The Direct Marketing Agency, and Riser, Williams & Young. Ayer is now in the process of consolidating those operations and when that process is completed in the spring, C&W will be fully absorbed and will cease to operate as a separate entity. In 1986, C&W had combined broadcast/cable billings totaling $210 million, up 19% from the year before. TV billings last year totalled $187.5 million, up close to 18% over 1985. Radio billings totalled $15.5 million, up 61%, while cable billings were about flat at $7 million, compared to $6.7 million in 1985.

37 Dailey & Associates

In 1986, broadcast billings at Dailey climbed 9.4% over 1985's $105.1 million to $115 million. Each facet of broadcast advertising grew at healthy rates over last year, with television up 5% ($91.4 million to $96 million), radio up 19% ($12.6 to $15 million), and cable up 64% from $1.1 million to $4 million. New accounts acquired included Montezuma Imports (Dos Equis beer), Carnation Friskies Buffet and Carnation new products. All of Dailey's major accounts in 1986 bought spot television, and most bought spot radio. Major accounts for the agency include Honda motorcycles and power equipment, Teleflora, Armor All and Carnation.

5 D'Arcy Masius Benton & Bowles

The agency's investment in broadcast-cable fell by more than 3% to a still substantial $833 million, attributable in large part to a drop in the percentage of allocation to the electronic media. DMB&B spent 77% of its budget on broadcast-cable in 1985 in contrast to 69% in 1986. New accounts landed during the year were General Foods (Louis Rich and Good Seasons), Richardson-Vicks, Wilson Sporting Goods, Upjohn, Kal Kan, Conagra (frozen foods) and Anheuser-Busch. Losses during the year included Beatrice Foods (Country Line Cheese), Procter & Gamble (Pepto Bismol), Allied Van Lines, Equitable Life Assurance, U.S. Air Force and Blistex.

9 DDB Needham Worldwide

The now-merged company comprising Doyle Dane Bernbach and Needham, Harper Worldwide posted total broadcast billings of $675.5 million in 1986. Of that figure, $625.5 million was spent on television—$410.5 million on network and $215 million on spot—$33.9 million on spot radio and $16.1 million on cable. Among the new accounts assigned during the past year include: Hershey (Luden's cough drops), Hasbro, Anheuser-Busch (Michelob), General Mills (Yoplait yogurt), Eveready Battery, Volkswagon (VW Credit Inc. and Tactical Marketing Association), Frito Lay (Less Salt Snacks and Pepe's Tortilla Chips) and additional product lines from Clariol. Accounts resigned during the past year include: Xerox, IBM, Nabisco Brands, Citicorp (Diners Club/ Travelers Check), Binney & Smith (Crayola products division), Procter & Gamble (G.D. Searle), Sears, Roebuck & Co. and Kraft.

30 Della Femina, Travisano & Partners

Della Femina was acquired by the London-based WCRS Group PLC in the fourth quarter of 1986. The agency's combined broadcast/ cable billings came to $174.7 million, off 11.2%. Television billings totalled $155 million, down 6%, and radio billings totalled almost $18 million, down about 40%. Accounts added during the year were USA Network, Life Style Condoms, Finlandia Chese and Antonovich Furs. Accounts resigned included Campus Sportswear and Boof-of-the-month Club.

6 DFS Dorland

The agency suffered a slight loss in domestic billings in 1986 with a drop-off to $720.5 million in broadcast spending, down from $722.4 million. During the year Dancer Fitzgerald Sample merged with Dorland Advertising of the United Kingdom and strengthened its international presence. Resigned during the year were Encaprin, Luvs, Bounty from Procter & Gamble, Yoplait Yogurt and Wendy's (Dancer retains media buying and planning responsbilities for Wendy's). Accounts gained during the year were North American Philips Lighting Co., Northwest Airlines, Nabisco Biscuit Division, Helene Curtis (Finesse hair products), Stauffer Seeds, Mott's USA, *Family Circle* magazine, California Almond Growers and Nissan Foods. Among program sponsors were Procter & Gamble, Nabisco, General Mills, Hanes, CPC International, Toyota, Guild Wine, Royal Crown Cola and Wendy's. Active in participation buys on radio and television were P&G, Nabisco, Florida Department of Citrus, General Mills, Life Savers, L'eggs, Cadbury USA, American Cyanamid and Beneficial Finance.

34 W.B. Doner

W.B. Doner increased its television and radio billings by 12% in 1986, with all of the increase coming in spot television and radio and cable. New accounts added by the Southfield, Mich.-based agency included Cub Foods, WDIV-TV Detroit; Bell Atlantic Mobile Systems, Dahlberg Inc., Emhart Home Products (True Temper), North American Philips (Genie and Schick), Turtle Wax, Ohio Art Co., Xerox and Federated (Giant Division). Accounts resigned by Doner were Automobile Association of America, Chattem Inc. and Auto Works. Major television and radio accounts included Eckerd, Vlasic Foods, Standard Oil, Commercial Credit, Isaly-Klondike Co., G. Heileman, Michigan State Lottery, McCormick and Hickory Farms. Cable television billings almost doubled, to $2.5 million.

50 Earle Palmer Brown

With $45 million in broadcast-cable expenditures, the agency moves into the top 50 list sector for 1986. EPB is heavy in spot television, having spent $35 million in that medium last year. Among its new clients during the year were U.S. Air, Roy Rogers restaurants, Big Boy restaurants, Hechinger Corp., Safeway and American Security Bank.

18 William Esty Co.

Total broadcast-cable billings for 1986 were 6.5% greater than 1985, reaching $329 million. Breaking it down, $310 million went to television, the majority of which ($220 million) was for network; $14 million to radio, mostly spot ($11 million) and $5 million to cable. New accounts include the Dole Food Co. and Travelers Health Network. Accounts resigned include Nabisco and Union Carbide.

7 Foote, Cone & Belding

Paced by a new business streak that added a dozen new clients to its roster, FCB wound up 1986 with a billings increase of $86 million. Contributing to the broadcast-cable surge was a rise in the percentage allocated to broadcast—81% in 1986, compared to 76% in 1985. The agency upped its investment in cable television slightly—from $19 million in 1985 to $20 million in 1986. Foote, Cone noted that $14 million of the amount devoted to television accrued from syndicated television. Business acquired during the year included new assignments from Kraft, Citicorp, RJR/Nabisco and Colgate Palmolive. New accounts moving into the FCB fold included Ciba-Geigy, Fred Alger Management, Frank's Nursery & Crafts, No Nonsense Panty Hose and Mattel Inc. Leaving FCB in 1986 were Sara Lee, U.S. Telecom and Clairol. The agency's long list of broadcast-cable clients included Armour-Dial, Campbell Soup, Colgate-Palmolive, Denny's, S.C. Johnson, Kimberly Clark, Volume Shoes and Kraft.

43 Geers Gross Advertising.

In 1986, this company had combined broadcast-cable billings of $80 million, up 14.2% from 1985 and representing 50% of the company's domestic billings. Total television billings for the company reached $75 million, with $26 million of that in network and $49 million in spot. Of its $4 million in total radio billings in 1986, all of it went to spot, unlike 1985, when the company's $3 million in total radio billings went to the networks. As in the past two years, Geers Gross also billed $1 million in cable. Among the major new accounts Geers Gross added in 1986 were Quaker Oats (Puffed Rice, Puffed Wheat and new cereal products), Kraft (Sealtest ice cream, Polar Bars and new snack products), Spring Industries (Wamsutta home furnishings and Pacific bed lines), Marchon Toy Co., Christian Schmidt and Curtice Burns. Of its major accounts, Bass shoes and Schmidt's beer participated only in spot radio, with the company's other major clients buying network and/or spot television.

10 Grey Advertising

Broadcast-cable spending by Grey increased year by $5.4 million. There were moderate changes as cable drooped by $2.3 million and television grew by slightly more than $8 million. Grey experienced considerable activity in account movement both to and from the agency. Major accounts gained during the year included Stroh Brewing, Upjohn Co., Radio City Music Hall, Marine Midland Bank, Quaker State Oil, United Dairy Industry Association, Lazarus Department Stores, Madison Square Garden Network, Rorer Consumer Pharmaceuticals, ABC Entertainment and Bristol-Myers. Lost during the year were Intercontinental Hotels Corp., No Nonsense Fashions, Revlon Inc., Waldenbooks, Northwest Airlines and Kikkoman International.

36 Griffin Bacal

The agency experienced tremendous growth in the past two years through the acquisition of the Milton Bradley and Hasbro accounts, both active in games and toys. Griffin Bacal reports it invests 95.5% of its budget in television and radio and last year compiled combined broadcast-cable spending of more than $115 million, qualifying for a place in the top 50 agency ranks. In addition to Hasbro and Milton Bradley, the agency developed billing from American Publishing and Unique Industries (party goods).

32 HBM/Creamer

Broadcast and cable billings for HBM/Creamer were off 25% last year due to its being acquired, last July, by the WCRS Group, PLC, London. In a realignment of the agency's business, the new management transferred most of HBM/C's New York accounts to Della Femina, Travisano & Partners, which WCRS Group also acquired last year. The remaining portion of HBM/C's New York business was dealt to Mike Pedone, former head of that office, who left at the time of the acquisition to form his own agency. In addition, several HBM/C branch offices have closed over the past two years. As a result, HBM/C ended 1986 with combined broadcast/cable billings of $148 million, compared to about $197 million the year before. Most of that was accounted for on the TV side, where billings totalled $135.8 million, compared to about $180 million a year earlier. Radio billings accounted for the balance.

49 HCM

A joint venture of Paris-based Eurocom and Young & Rubicam, the agency makes the top 50 list for the first time with the 1986 compilation. HCM is heavily oriented toward international business and its domestic broadcast billing accounts for only 25.2% of its total U.S. spending. Among its broadcast sponsors last year were Empire Blue Cross and Blue Shield, New England Lamb Co., Peugot Motors of America, Beatrice Foods, Jack in the Box restaurants and Jay Foods.

29 Jordon, Manning, Case, Taylor & McGrath

This agency reported a 10% increase in television and radio billings over the previous year, with most of the increase coming in radio and network television. Major accounts added during 1986 included Quaker (Life and Natural cereals), Procter & Gamble's Bounty, Borden's Snack Foods and Upjohn's Haltran. Accounts resigned included Mentholatum Co., Jones Dairy Farm and Kobrand's Beefeater Gin. Other current major accounts include Aetna, Nestle's Crunch, Norcliff (Tums and Oxy 5), Procter & Gamble (Zest and Bounty), Hanes (Underalls), Welch Foods, Fayva Foods and Tonka Toys. Network television billings jumped from $79 million to $100 million, while spot TV billings declined 30% to $39 million.

26 Ketchum Communications

Pittsburgh-based Ketchum Communications reported a 38% jump, to $189 million, in broadcast billings over last year, mostly in spot television. Radio billings declined. Television accounts added included Melitta, Perche No!, Tofutti Brands and Acura Dealer Associations. Broadcast accounts surrendered included Stuart Anderson's Black Angus Restaurants, Spoons Restaurants and the Sands Hotel and Casino. Other major accounts include Safeway, Beatrice/Hunt-Wesson, Bell Atlantic, Schering/Tinactin, Pennsylvania Tourism and CertainTeed.

42 Kornhauser & Calene

Billings at Kornhauser & Calene fell 1.2%, from $86 million in 1985 to $85 million in 1986. The largest drop for the agency occured in radio, which fell from $11 million in 1985 to $3 million in 1986. Television rose 8% from $73 million in 1985 to $79 million in 1986. Cable was up from $1 million in 1985 to $3 million in 1986. Major new clients added included Church & Dwight's Arm and Hammer Deodorizer Spray and A&H Dental Care products; Boyle-Midway's Old English furniture polish, Genovese Drugs Stores, and Laura Ashley bed and bath products. Accounts resigned include Purdue Frederick and Palm Bay Imports.

40 Laurence, Charles, Free & Lawson

The New York-based agency's total broadcasting-cable billings rose about 36% in 1986 to $95.1 million. Total TV billings were $84.1 million, with $35 million of that going toward network and $49.1 million going to spot. Radio billings totaled $9.2 million with $2 million going to network and the bulk, $7.2 million going to spot. Cable TV contributed $1.8 million, up from $1 million in 1985. Among the clients added in 1986: Air France, Abbott Laboratories, American Tobacco (Pall Mall and Tareyton), Clairol Inc. (conditioners), Drackett Co. (Behold), Thompson Medical Co. (Dexatrim, Sleepinol, NP 27, Sportscreme, Asper Creme and new products) and nine regional McDonald's operators associations. Lost during the year was Del Laboratories.

46 Levine, Huntley, Schmidt & Beaver

The agency had combined radio, television and cable billings of $74 million in 1986, representing 60% of its total domestic billings, and a 37% increase in total broadcast-cable billings over 1985. Total television billing was $66 million ($31 million in network and $35 million in spot), with $5 million spent on spot radio and $3 million on cable. Among the new broadcast clients added to the agency in 1986 were Maidenform, Wattaburger, Webster Staytuff Bags, Seagram's wines, *Changing Times* and 20th Century Fox. Resigned during the year was New York Air, which merged into Continental Airlines. Among its existing clients, both Subaru and Citizen watches used network and spot television, with the former also buying spot radio. Additionally, both clients sponsored programs, including NFL telecasts.

Biggest spenders

Total broadcast-cable billings
Young & Rubicam—$1.59 billion

Total TV billings
Young & Rubicam—$1.46 billion

Network TV billings
Young & Rubicam—$1.06 billion

Spot TV billings
Young & Rubicam—$403 million

Total radio billings
BBDO and DMB&B—$104 million each

Spot radio billings
DMB&B—$88 million

Network radio billings
BBDO—$31 million

Cable billings
Young & Rubicam—$44 million

41 Lord, Geller, Federico, Einstein

Breaking into the charmed list of top 50 broadcast agencies is LGFE, the agency for *New Yorker* magazine for 15 years until it lost the account in 1986. Lord, Geller added accounts in 1986 including Northrop Corp., IBM, Capital Markets and Schieffelin & Co. (sparkling wines). Lost in addition to the *New Yorker* were Jacobs Coffee Co. and Parfums Stern. Among its broadcast-active accounts were Dean Witter, IBM Corporate, WNBC-TV New York and Ann Klein II.

27 Lowe Marschalk

A 13% percent increase in network television billings, to $126.4 million, gave Lowe Marschalk an overall broadcast billing increase of 6%, to $185.1 million. New accounts included Ponderosa, Polaner and Chesebrough Ponds (Q-Tips). Other major clients included Stroh, Coke USA, Citicorp, Braun, Nabisco and Coke (Minute Made). Total radio billings declined 21% to $9 million.

48 McCaffrey and McCall

The agency experienced a 4.9% drop in its total broadcasting-cable billings, from $64 million in 1985 to $61 million in 1986. Total television billings were $47.5 million, with $32.5 million spent on network TV and $15 million on spot. Radio billings totaled $11 million, with $1 million in network and $10 million on spot, while cable billings totaled $2.5 million. As in 1985, M&M's 1986 broadcast-cable billings accounted for 33% of the agency's total billings.

11 McCann-Erickson

The agency showed an increase in broadcast expenditures of more than $20 million in 1986 as television added almost $14 million and radio more than $6 million. McCann did not break out its cable billings for 1986 or 1985, but includes them in its television figure. The agency lost a few accounts last year and picked up a sizeable number. Lost in 1986 were Eastman Kodak, Humana Inc., Swatch and Foster food products. Added to the client list were Air New Zealand, Black & Decker, Equitable HCA Corp. (Equicolor), Eye+Tech, Louisiana Power & Light, Puget Power and RJR Nabisco. Busy broadcast spenders last year were AT&T Communications, Black & Decker, Cosmair Inc. (L'Oreal), General Motors, Hilton Hotels, Mennen Co. and Nestle Corp.

8 Ogilvy & Mather

Broadcast-cable billings for Ogilvy in 1985 have been revised downward to $667.5 million and on that basis the agency showed a gain of $21.4 million in 1986. Ogilvy scored heavily in television with more than $600 million in expenditures. Among the new clients at O&M were Connecticut National Bank, Nationwide Insurance, Ryder Truck Rental and United Technology. Ogilvy handles a long list of broadcast-active clients: American Express, CPC International, Campbell's Soup, Hardee's Food Systems, KLM Royal Dutch Airlines, General Foods, Dial Inc., Kimberly Clark Corp., Shell Oil Co. and Bowery Savings Bank.

44 Rosenfeld, Sirowitz & Humphrey

Broadcast billings for Rosenfeld fell 18% from 1985, from $93.8 million to $76.5 million, thanks to the loss of one of McDonald's accounts. Television was down 22%, from $85.4 million to $70 million; radio by 40%, from $5.6 million to $4 million; and cable television by 12% from $2.8 million to $2.4 million. Along with McDonald's, accounts resigned in 1986 included Yugo. New accounts include Thompson Medical, Charles of the Ritz, Luzianne cof-

and Chase Manhattan.

35 Ross Roy Group

he agency, which comprises Ross Roy Inc. of etroit; Gray & Kilgore Inc. of Troy, Mich.; Ca- t, Hirsch & Spector Inc. of New York, and riswold Inc. of Cleveland, had total broad- ast-cable billings of $118.6 million, repre- enting 29.2% of its total domestic billings. he agency attributed its 78% increase in total illings (compared to $66.7 million in 1985) to e addition of Griswold Inc. in September 985 and Calet, Hirsch & Spector in January 986. In 1986, Ross Roy Group had total televi- ion billings of $88.2 million ($18.4 million net- ork and $69.8 million spot), radio billings of 29.1 million ($7.1 million network and $22 mil- on spot), with $1.3 million spent on cable. mong the major accounts added to the agen- y in 1986 were Stroh Brewery Co.'s Sundance 00% natural juice sparklers, Chrysler Credit orp.; Stanadyne Inc.'s Moen Faucet Group, nd W.H. Rorer's Perdiem Fiber Laxative. Lost uring the year was Coca-Cola Bottlers of De- oit Inc. Among the agency's existing broad- ast clients was K Mart. In addition to network nd spot television and network and spot ra- io, K Mart also sponsored *Liberty Weekend* nd *Fifty Years of Life*, both on ABC-TV. Ross oy's roster of broadcast clients also includes meritech Publishing, Sherwin Williams' utch Boy Paint, Anchor Hocking, Hoover and etty Oil.

12 Saatchi & Saatchi Compton

he agency's billings are estimated to have limbed 5% over 1985, reaching $465 million. f that figure, $435 million is estimated to have een spent on television, $12 million on radio nd $18 million on cable. Last year, Saatchi & aatchi Company PLC, the parent holding ompany for Saatchi & Saatchi Compton, ent on an acquisition spree, purchasing Ted ates, Backer & Spielvogel and Dancer Fitz- erald Sample (now DFS Dorland.)

25 Scali, McCabe, Sloves

roadcast billings reported by Scali, McCabe, loves jumped 45%, with most of the increase howing up in the spot television and spot ra- io categories. New accounts for the New ork-based agency included Harris Lanier nd Fred Joallier, while dropped accounts in- luded Revlon and Omega. Other major cli- nts include Hertz, Volvo, Sharp, Chase Man- attan, Nikon, Burmah-Castrol and James iver. Scali was in the minority of agencies eporting higher billings for spot television han network television, and the agency re- orted no network radio billings, as opposed o $36.8 million in spot radio billings.

14 SSC&B

SSC&B witnessed a 6% drop in total broadcast-cable billings from 1985, slipping to $383.4 million. Of that figure, $326.9 million was spent on television (down from $368.9 million in 1985), while radio expenditures rose from $33.9 million the previous year to $51.8 million in 1986. Cable billings slipped slightly from $4.9 to $4.7 million. New accounts picked up during the past year are: Clarion, Citizen Watch, Sterling International and TAB. Major accounts resigned were Citibank and American Tobacco.

39 Tatham-Laird & Kudner

Tatham-Laird & Kudner posted a gain of 4.7% over its 1985 billings of $97 million to $101.6 million for 1986. Accounts gained during the year included Procter & Gamble's Mr. Clean soft cleanser and Metamucil; Nabisco's Blue Bonnet margarine, Fleischman's margarine, and new products from Adolph Coors. Accounts resigned included Continental Bank and the National Dairy Board. Media breakouts: television was up 3% from $84 million in 1985 to $86.5 million; radio was down 12% from $12 million in '85 to $10.6 million in '86, and cable was up 350% from $1 million to $4.5 million.

2 J. Walter Thompson

The agency experienced modest growth during the first three quarters of 1986, but reported a sharp decline in the final quarter. Estimated domestic broadcast billings grew by about 3%. Thompson retained its second-place position behind Young & Rubicam, with an estimated $1.2 billion in radio-TV-cable spending for the year. New business obtained during 1986 included IBM, North American Van Lines, Swiss Miss cocoa and Godfathers pizza. Thompson's extensive roster of broadcast-active accounts included Eastman Kodak, Eckerd Drugs, Goodyear Tire & Rubber, Lever Brothers, Pepsi-Cola, Scott Paper, Warner-Lambert, Ford Dealers Association, Beatrice Foods, S.C. Johnson & Sons, Kraft, Miller Brewing, Oscar Mayer & Co. and Sears Roebuck.

24 Tracy-Locke

Broadcast and cable billings for Tracy-Locke were up 5% in 1986 to $209.4 million. Television billings were up 5.4% to $166.3 million. Radio billings were up slightly, to $40.6 million, from $39.2 million a year earlier. Cable billings were flat for the year, at $2.5 million. Accounts added included Sunbelt Nursery Group, APT Managed Health Care Partnerhip, Healthmark Centers and Vuarnet France. Accounts resigned included Labatt's Importers and Frontier Airlines.

45 Warwick Advertising

Of its total broadcast-cable billings of approximately $75.2 million, $68 million was spent in TV billings, $5.8 million in radio and $1.4 million in cable. The company experienced about a 28% increase in its total billings over 1985. Total television billings were split between network ($57.3 million) and spot ($10.7 million), with $3.1 million spent on network radio and about $2.7 million on spot radio. Among the major broadcast clients added in 1986 were the Joseph Victori Wine Co. (Calvin Coolers) and Rocco Inc. (Shady Brook Farms). The latter used radio spot in the fourth quarter, Warwick said. Existing network and spot television clients included Crafted with Pride in U.S.A Council Inc.; Burlington Industries and Coty/Pfizer. U.S. Tobacco and Benjamin Moore Paint used network television, Jockey International used spot TV and Sterling Drugs and Plough Inc. bought both television and radio.

21 Wells, Rich Greene

Combined broadcast/cable billings for WRG in 1986 were flat at just a shade under $230 million. Television billings totalled $203.4 million, also flat compared to the year before, while radio billings were up 22% to $25.7 million. But the agency lost or resigned most of its cable business. The 1986 figure was only $509,000, compared to $6 million in 1985. Accounts added in the year inluded Oil of Olay and the Pan Am shuttle. Accounts resigned included Max Factor, National Enquirer and Purolator.

1 Young & Rubicam

Once again the Fifth Estate victor among advertising agencies experienced a slower growth pattern during the year. Reflecting the cutback mood at the client level, Y&R's broadcast billings climbed last year by 5.5%, as against 11.8% in 1985. Still the agency's broadcast spending reached a formidable $1.58 billion. Radio spending dipped slightly to $91 million from $91.4 million in 1985 while cable billings dropped to $44 million from $48.9. The big gainer was television which rose to $1.46 billion from $1.37 billion in 1985. New business from Colgate swelled the Y&R coffers by an approximate $80 million in billings. Other new clients during the year were Eastman Kodak (videotapes), Boyle-Midway Division food products, TWA, Warner-Lambert (Rolaids, Remagel, Efferdent), Kraft, Pillsbury microwave products and Burroughs/Sperry. Resigned during the year were Richardson-Vicks, Oil of Olay, Vick's Cough Drops and Merrill Lynch. Y&R's roster of clients is extensive and in 1986 included: AT&T Communications, Colgate, Dr Pepper, Eastman Kodak, General Foods, Johnson & Johnson, Kraft, TWA, Metropolitan Life Insurance, Montgomery Ward, G. Heileman Brewing Co., General Cigar, Clorox Co., Chevron, Lincoln-Mercury Division of Ford Motor Co.

going and that only a "handful" of spots remained unsold in the program. "I'm not saying I got them replaced at the same price, but I got them replaced." But, Keever said, "it will be evened out," in the end. That is the network will, in effect, make as much revenue on the show as if no one had pulled out because those who did are making up the difference by paying a premium above which they normally would have paid for spots they will be buying in other programs. As for the handful of remaining unsold spots in *Amerika*, Keever said he was confident they would be sold.

Meanwhile, ABC News executives are grappling with the kind of program they will present on the network's Feb. 23 edition of *Viewpoint*. Some wonder if the *Amerika* series will still be considered controversial, once it is on the air, despite the pre-broadcast publicity, said Robert Sieganthaler, the executive in charge of *Viewpoint*. He said the upcoming *Viewpoint* edition has no specific agenda. But, he said, it may address, in some fashion, how programs, such as docu-dramas, or the *Our World* format, or perhaps *The Day After*, "relate to the reality" of what is actually going on in the world. "It's a tough subject to grasp," he said. ☐

Country radio broadcasters Nasville bound

They meet this week to talk about radio's most-programed format, country music; 900 expected

The radio industry's most widely used program format,country music, will take center stage this week when nearly 900 radio and music industry executives assemble Thursday (Feb. 19) at the Opryland hotel in Nashville for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters. (According to the Radio Information Center, New York, more stations programed country—2,281—last year than any other format.)

As in previous years, the three-day event will have two keynote speakers. Country singer Barbara Mandrell will keynote on Friday (Feb. 20) morning at 8:30 while country performer Larry Gatlin fulfills that role the following morning. Motivational speaker Patrick O'Dooley will address the closing session on Saturday afternoon.

The CRS will feature 14 workshops including three long-form or "mini" seminars—on management, self-improvement and programing—and two MIPS (Music Industry Professional Seminars). The MIPS panels, entitled "The Country Radio Audience" and "Radio and Retail—The Profitable Synergy," are to be coordinated by the Country Music Association and will take place on Thursday afternoon.

New to the 1987 seminar is a series of "informal" roundtable discussions on Saturday covering 15 separate topics ranging from broadcast law to engineering.

The event will include an exhibit hall housing more than 30 exhibitors in 12,000 square feet of space. Additionally, there will be 25 companies hosting hospitality suites including a number of major record labels.

The CRS will end with a banquet and its usual "New Faces" show composed of rising country performers.

The Country Radio Seminar has been held in Nashville every year since 1970 when only 40 to 45 paid registrants attended, according to CRB executive director Frank Mull. ☐

Prime time and news go to NBC

NBC took week 20 of the prime time ratings season with a 17.9 rating/28 share, ahead of CBS's 15.6/24 and ABC's 14.1/22. In the same week last year, the numbers ran CBS 18.3/28, NBC 17.7/27 and ABC 14.5/22.

NBC also won the race for evening news with a 12.9/23 over CBS's 12.3/22 and ABC's 11.3/20. A year ago it was CBS's week in evening news with a 14.1/24. That same week, NBC scored a 12.4/21 while ABC had a 12.3/21.

At the two-thirds mark for the 86-87 season the three networks had the following season-to-date standings: NBC 17.9/25, CBS 16.1/25 and ABC 14.2/22. Last year the standings were NBC 17.9/26, CBS 17.0/26 and ABC 15.1/23.

The HUT level (homes using television) was 63.7%, down from week 19's 64.9%. Last year's HUT for week 20 was 65.6%. In total homes, the percentages work out to 55.7 million for this year's 20th week, down from last year's 56.4 million for the same week.

CBS took Monday and Friday, while ABC took Tuesday and Wednesday. NBC came away with the remaining three nights, Thursday, Saturday and Sunday.

CBS took the entire evening on Monday, and at 9-11 p.m. the network beat out ABC's movie *Tonight's the Night* (11.9/19) and NBC's *Convicted: A Mother's Story* (17.4/27), with *Newhart* (20.0/30, *The Cavanaughs* (17.4/26) and *Cagney & Lacey* (16.2/26).

On Wednesday night, ABC's *Dynasty* took the 9-10 p.m. slot with an 18.2/28. The network's *Hotel*, seen at 10-11 p.m., had its second highest rating of the season, a 16.3/28, and won that hour, over CBS's *Equalizer* (15.0/25) and NBC's *St. Elsewhere* (13.5/23). NBC took 8-9 p.m. with *Highway to Heaven*'s 18.1/28. ABC's evening average was a 16.9/27 compared to NBC's 15.1/24 and CBS's 14.7/23.0.

The battle for Sunday movies pitted ABC's presentation of the theatrical release, "Romancing the Stone," against NBC's *The Two Mrs. Grenvilles*. ABC's offering pulled in a 20.5/31, while NBC's first installment of the two-part movie came up with a 23.4/36. CBS's lineup at 9-11 p.m., the two half-hours, *Designing Women* (14.5/21), *Nothing is Easy* (11.4/17), and the one-hour *Hard Copy* (9.4/15), worked out to an 11.2/17 average for the same two-hour period.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.6/54
2.	Family Ties	NBC	36.4/52
3.	Cheers	NBC	27.7/40
4.	Murder, She Wrote	NBC	26.6/39
5.	Night Court	NBC	24.9/36
6.	60 Minutes	CBS	24.4/38
7.	Golden Girls	NBC	24.1/39
8.	Moonlighting	NBC	23.7/35
9.	Sunday Night Movie	NBC	23.4/36
10.	Growing Pains	ABC	23.0/34
11.	Who's the Boss?	ABC	22.2/33
12.	Dallas	CBS	21.6/34
13.	Sunday Night Movie	ABC	20.5/31
14.	Newhart	CBS	20.0/30
15.	Matlock	NBC	19.7/29
15.	227	NBC	19.7/34
17.	L.A. Law	NBC	18.8/30
18.	Amen	NBC	18.5/31
19.	Kate & Allie	CBS	18.3/28
20.	Dynasty	ABC	18.2/28
21.	Highway to Heaven	NBC	18.1/28
22.	My Sister Sam	CBS	17.9/27
23.	Cavanaughs	CBS	17.4/26
23.	Monday Night Movies	NBC	17.4/27
25.	Head of the Class	ABC	17.1/25
26.	Valerie	NBC	17.0/25
27.	Magnum P.I.	CBS	16.7/25
28.	Facts of Life	NBC	16.6/29
29.	Falcon Crest	CBS	16.5/29
30.	Hotel	ABC	16.3/28
30.	Miami Vice	NBC	16.3/26
32.	Cagney & Lacey	CBS	16.2/26
33.	Knots Landing	CBS	16.1/25
34.	Hunter	NBC	15.8/28
35.	Tuesday Movie	CBS	15.7/25
36.	Saturday Movie	CBS	15.4/26
37.	Mr. Belvedere	ABC	15.2/25
38.	ALF	NBC	15.1/23
39.	Perfect Strangers	ABC	15.0/24
39.	Equalizer	CBS	15.0/25
41.	20/20	ABC	14.9/23
42.	MacGyver	ABC	14.8/22
43.	Easy Street	NBC	14.6/22
44.	Designing Women	CBS	14.5/21
45.	Webster	ABC	14.3/24
45.	Gimme A Break	NBC	14.3/22
47.	Jack & Mike	ABC	13.9/23
48.	Our House	NBC	13.8/22
48.	Remington Steele	NBC	13.8/23
50.	Scarecrow & Mrs. King	CBS	13.7/23
51.	St. Elsewhere	NBC	13.5/23
52.	Colbys	ABC	13.4/19
53.	Tortellis	NBC	13.1/20
54.	Simon & Simon	CBS	12.9/19
54.	Crime Story	NBC	12.9/22
56.	Mike Hammer	NBC	12.5/19
57.	Hill Street Blues	NBC	12.4/18
58.	Amazing Stories	NBC	12.3/19
59.	Monday Night Movie	ABC	11.9/19
60.	Nothing Is Easy	CBS	11.4/17
60.	Stingray	NBC	11.4/19
62.	Starman	ABC	11.3/20
63.	Sidekicks	ABC	11.2/20
64.	Disney Sunday Movie	ABC	10.7/16
65.	Outlaws	CBS	10.4/18
66.	Sledge Hammer	ABC	10.3/18
67.	Ohara	ABC	9.9/16
68.	Wizard	CBS	9.5/14
69.	Hard Copy	CBS	9.4/15
70.	Spenser: For Hire	ABC	9.0/16
71.	Shell Game	CBS	8.8/13
72.	Gung Ho	ABC	8.3/13
73.	Dads	ABC	7.9/12
74.	Our World	ABC	7.2/10

*indicates premiere episode

make changes in ant. sys. Action Jan. 27.

FM's

- **WZBQ** (102.5 mhz) Jasper, Ala.—Granted app. to change TL and change ERP to 13 kw. Action Sept. 12.
- **KZOU** (98.5 mhz) Little Rock, Ark.—Granted app. to change TL and change HAAT to 1,188 ft. Action Jan. 28.
- **KBES** (89.5 mhz) Ceres, Calif.—Dismissed app. to change freq. to 88.3 mhz; change ERP to 3 kw and make changes in ant. sys. Action Feb. 3.
- **KCMJ-FM** (92.7 kmz) Indio, Calif.—Granted app. to change TL; change ERP to 3 kw and change HAAT to 298.4 ft.
- **KKLA** (99.5 mhz) Los Angeles—Dismissed app. to change TL and change HAAT to 618 ft. Action Feb. 4.
- **WYRS** (96.7 mhz) Stamford, Conn.—Granted app. to make changes in ant. sys. Action Jan. 28.
- **WASH** (97.1 mhz) Washington—Granted app. to change ERP to 26 kw. Action Feb. 4.
- **WORZ** (101.9 mhz) Daytona Beach, Fla.—Granted app. to make changes in ant. sys. Action Feb. 5.
- **WYGO-FM** (99.5 mhz) Corbin, Ky.—Granted app. to change freq. to 99.5 mhz; change ERP to 50 kw and change HAAT to 401 ft. Action Feb. 3.
- **KCWA** (89.9 mhz) Arnold, Md.—Granted app. to make changes in ant. sys. Action Feb. 2.
- **WZLX** (100.7 mhz) Boston—Granted app. to change SL. Action Jan. 22.
- **WPCX** (103.1 mhz) Hyannis, Mass.—Granted app. to change freq. to 102.9 mhz; change TL and change HAAT to 310 ft. Action Jan. 22.
- **KOPN** (89.5 mhz) Columbia, Mo.—Granted app. to change TL and change HAAT to 236.1 ft. Action Feb. 3.
- ***WTEB** (89.5 mhz) New Bern, N.C.—Granted app. to change freq. to 89.3 mhz and change ERP to 100 kw. Action Jan. 28.
- **WJJB** (97.7 mhz) Hyde Park, N.Y.—Granted app. to change TL; change ERP to 300 w and change HAAT to 1,030 ft. Action Feb. 4.
- **WSUL** (98.3 mhz) Monticello, N.Y.—Granted app. to change ERP to 2.5 kw. Action Feb. 4.
- **WARY** (88.5 mhz) Valhalla, N.Y.—Granted app. to change freq. to 88.1 mhz; change ERP to 42 w; change HAAT to 403 ft. and make changes in ant. sys. Action Feb. 2.
- **WKKI** (94.3 mhz) Celina, Ohio—Granted app. to change ERP to 1.62 kw. Action Feb. 2.
- **WJOJ-FM** (107.1 mhz) Milford, Ohio—Granted app. to change ERP to 1.2 kw and change HAAT to 511 ft. Action Jan. 29.
- **WMRF-FM** (95.9 mhz) Lewiston, Pa.—Granted app. to change ERP to 2 kw. Action Jan. 30.

TV's

- **WWKI-TV** (ch. 29) Kokomo, Ind.—Granted app. to change ERP vis. 1,480 kw, aur. 148 kw; change HAAT to 774.5 ft.; change TL and make changes in ant. sys. Action Jan. 9.
- **KMCT-TV** (ch. 39) West Monroe, La.—Granted app. to change SL. Action Jan. 30.
- **WVII-TV** (ch. 7) Bangor, Me.—Granted app. to change ERP vis. to 316 kw, aur. 31.6 kw and change HAAT to 819 ft. Action Jan. 29.

Call Letters

Applications

Call	Sought by
New FM's	
KFRK	Family Stations Inc., Hutchinson, Kan.
KUFR	Family Stations Inc., Salt Lake City
	Existing AM's
WPNA	WBMX Alliance Communications Inc., Oak Park, Ill.
WGDN	WJEB Apple Broadcasting Co., Gladwin, Mich.
KKXO	KRXX McKenzie River Broadcasting Co., Eugene, Ore.
WKXL	WSBL Lee Broadcasting Corp., Sanford, N.C.
WMQX	WAIR Evergreen Radio Group Inc., Winston-Salem, N.C.
	Existing FM's
WOLW	WXYB Northern Christian Radio Inc., Cadillac, Mich.
WGDN-FM	WGMM Apple Broadcasting Co., Gladwin, Mich.
KLDZ	KJUS Harley L. Lampman and L. Lee Thomas, Lincoln, Neb.
WMQX-FM	WSEZ Evergreen Radio Group Inc., Winston-Salem, N.C.
KLAK	KAFM Stansell Communications Inc., Durant, Okla.
WBTJ-FM	WRJX CR Broadcasting Inc., Jackson, Tenn.
KMKT-FM	KLAK Sunbelt Wireless Co., Denison, Tex.
KMMX	KESI Vision Communications Inc., Terrel Hills, Tex.
WCDX	WZZR Sinclair Telecable Inc., Mechanicsville, Va.
WEEL-FM	WKWK-FM CR Broadcasting Inc., Wheeling, W.Va.
	Existing TV's
KKTU	KDBJ KTWO Corp., Cheyenne, Wyo.

Grants

Call	Sought by
	New FM's
KEJS	Barton Broadcasting Co., Lubbock, Tex.
	New TV's
KBGE	Gill Communications Inc., Bellevue, Wash.
	Existing AM's
WGTW	WCNN Ring Radio Co., Atlanta
KIVR	KBGG New Frontier Broadcasting Inc., Cave Junction, Ga.
KQNG	KIPO John Hutton Corp., Lihue, Hawaii
KRCD	KKLB Good Times Inc., Chubbuck, Idaho
WYBR	WXTA North Star Broadcasting Inc., Rockford, Ill.
WCGW	WJMM Woodaner Broadcasting Co., Nicholasville, Ky.
WEAN	WLKW Appelton Broadcasting Corp., Bosto
WADN	WWCC Walden Communications Co., Concord, Mass.
WJCV	WOPY Caleb Communications Inc., Jacksonville, N.C.
WVEF	WPUB Kershaw County Vocational Educational Foundation Inc., Camden, S.C.
WQLS	WUSJ Eaton P. Govan and Berton B. Cagle, Jonesboro, Tenn.
KZZB	KGIC Triplex Communications Inc., Beaumont, Tex.
KTXC	KOCA Noalmark Broadcasting Corp., Kilgore, Tex.
KRQX	KYCX First American Broadcasting Corp., Mexia, Tex.
	Existing FM's
KBGG	KBGG-FM New Frontier Broadcasting Inc., Cave Junction, Ga.
KQNG-FM	KIPO-FM John Hutton Corp., Lihue, Hawaii
KRCD-FM	KRCD Chubbuck Community Broadcasters, Chubbuck, Idaho
WYBR-FM	WYBR North Star Broadcasting Inc., Belvidere, Ill.
KZZB-FM	KZZB Triplex Communications Inc., Beaumont, Tex.
WPHR-FM	WJLC-FM Power Broadcasting Inc., South Boston, Va.
WLZR-FM	WBCS-FM Taft Television and Radio Co., Milwaukee
	Existing TV
WFGX	WQAC Beacon-Lloyd Broadcasting Corp., Fort Walton Beach, Fla.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

America's first name in Radio Sales Training, Seminars, Motivation and Consultation

GREENWOOD
Performance Systems

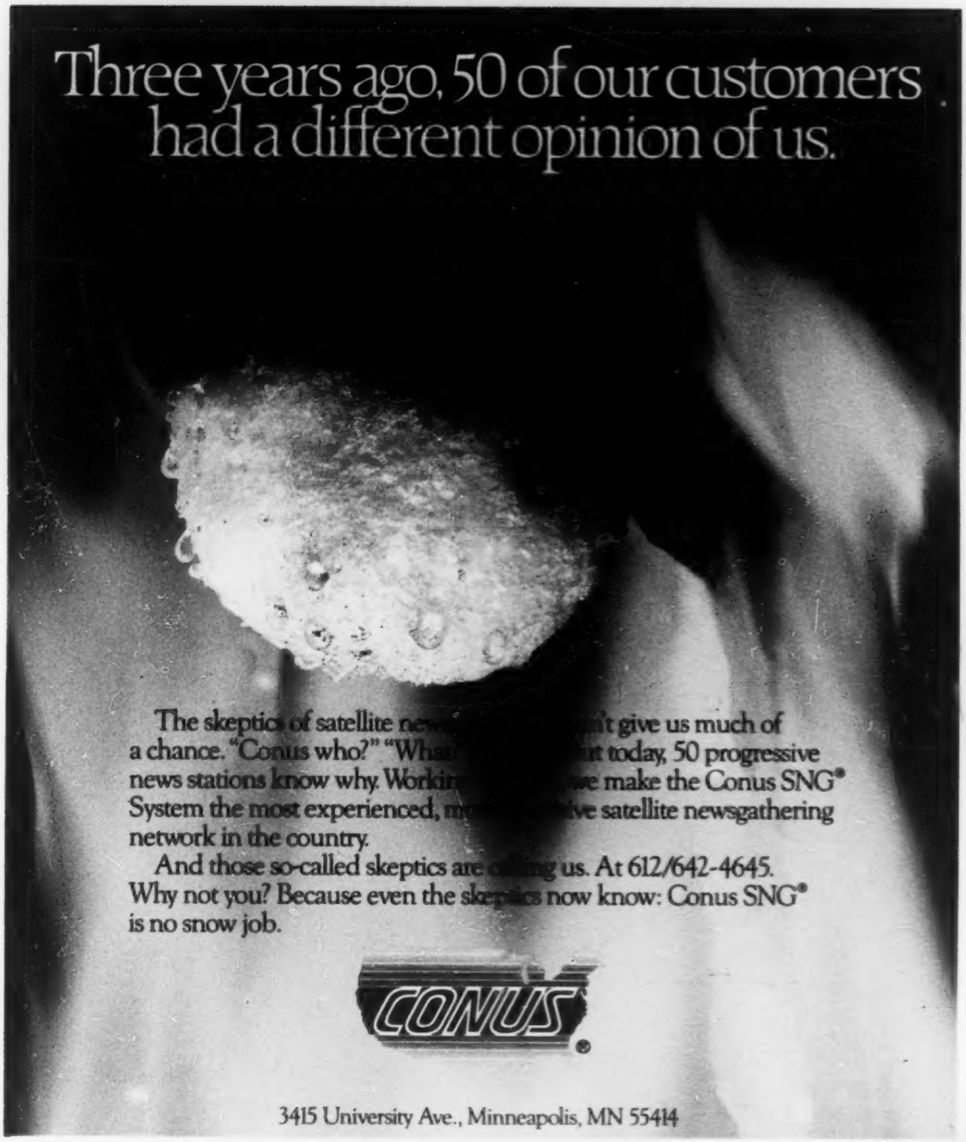
Ken Greenwood, Jim Rhea: Tulsa 1-800-331-9115
Jim Taszarek, Tim Menowsky: Kansas City 1-800-521-2250 Joe Archer: Detroit 1-800-222-4898

The Fifth Estate

C1750-1
2/26/87

RADIO TELEVISION CABLE SATELLITE

Broadcasting Feb 23



Three years ago, 50 of our customers had a different opinion of us.

The skeptics of satellite new[illegible]n't give us much of a chance. “Conus who?” “Wha[illegible]t today, 50 progressive news stations know why. Workin[illegible]we make the Conus SNG® System the most experienced, m[illegible]ive satellite newsgathering network in the country.

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Vol. 112 No. 8

Broadcasting Feb 23

Searching for FCC candidates
TV market revenue projections
Texas Cable Show coverage

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EXCLUSIVE PROJECTIONS

TV station revenue to average 12% growth by 1992

Frazier Gross & Kadlec study tracks 150 markets; sees Los Angeles becoming number one market in spot and local ad revenue

Television station revenue from 1987 to 1992 should grow 12.5% on average, according to projections made by the consulting and appraisal firm of Frazier Gross & Kadlec, which last week completed a survey of all television markets with three or more stations (149) markets which was released exclusively to BROADCASTING. A pick-up in inflation and a rebound in oil prices should both help market revenue increase during the next five years, said Charles Kadlec, FG&K president of the Washington-based firm.

By 1992 Los Angeles should have surpassed New York as the number-one market for local and spot television revenue (what it calls nonnetwork) with $1,524,300,000, according to FG&K. New York would weigh in at $1,389,600,000, followed by Chicago with $740 million. FG&K projects all markets will grow, with compound annual growth rates varying between 8.5% and 17%.

"The difficult thing to get a handle on in each market is competitive pricing," Kadlec said. "If stations are more interested in market share, prices may be driven down to the detriment of market revenue." He said FG&K is assuming that inventory will not be significantly changed, either by 15-second commercials becoming the "standard" at the local level or by the entry of new stations in the market.

In general the historical increase of television station revenue as a percentage of retail sales should continue, he added. The FG&K president said that trend would be encouraged by recent mergers and acquisitions which brought in new owners who would be "more aggressive in going after local sales." He cited as an example of this phenomenon Nashville, where television revenue as a percentage of retail sales increased "dramatically," between the late 1970's and the early 1980's. The range of the ratio goes from Los Angeles, where television revenue accounts for 0.86% of retail sales to Odessa-Midland, Tex., where the ratio is 0.25%. New York has a ratio of 0.61%, and Chicago, 0.75%. By 1992, FG&K projects that two markets will have surpassed a ratio of 1%: Phoenix and Los Angeles, both with 1.04%.

Kadlec predicted that between 1987 and 1992 there will be two peak years—containing both the elections and the Olympics.

FG&K's estimates of market revenues and projected retail sales along with the ratio of nonnetwork revenue as a percent of those retail sales follow:

Net nonnetwork market revenue projections (Dollars in millions)

	1986	1987	% chg	1992	5-yr annual growth
Abilene-Sweetwater, Tex.	$6.6	$7.1	8.0%	$12.2	$11.5
Albany-Schenectady-Troy, N.Y	38.0	40.7	7.0	67.0	10.5
Albuquerque	40.7	44.8	10.0	80.7	12.5
Amarillo, Tex.	10.0	10.6	6.0	17.9	11.0
Anchorage	14.8	16.7	12.5	31.4	13.5
Atlanta	169.7	190.9	12.5	367.5	14.0
Augusta, Ga.	15.0	16.5	10.0	31.1	13.5
Austin, Tex.	36.9	39.8	8.0	73.3	13.0
Bakersfield, Calif.	12.7	14.3	12.0	25.7	12.5
Baltimore	104.0	113.8	9.5	196.2	11.5
Bangor, Me.	8.3	9.1	10.0	16.8	13.0
Baton Rouge	25.5	27.1	6.0	45.6	11.0
Beaumont-Port Arthur, Tex.	12.1	12.7	5.0	20.4	10.0
Billings-Hardin, Mont.	5.5	5.8	7.0	9.0	9.0
Binghamton, N.Y.	9.6	10.5	9.0	17.3	10.5
Birmingham, Ala.	42.1	45.7	8.5	73.6	10.0
Boise, Idaho	11.2	12.0	7.0	20.2	11.0
Boston	253.0	275.7	9.0	519.4	13.5
Bristol, Va.-Kingsport, Tenn.	15.1	16.5	9.0	27.8	11.0
Buffalo	54.6	60.6	11.0	97.6	10.0
Burlington, Vt.-Plattsburgh, N.Y.	19.5	21.7	11.0	39.9	13.0
Cedar Rapids-Waterloo, Iowa	17.0	18.3	8.0	29.5	10.0
Charleston, S.C.	20.4	22.4	10.0	41.3	13.0
Charleston-Huntington, W.Va.	25.8	27.9	8.0	47.0	11.0
Charlotte, N.C.	63.3	70.9	12.0	130.7	13.0
Chattanooga	20.1	22.4	11.0	40.3	12.5
Chicago	380.0	419.9	10.5	740.0	12.0
Cincinnati	85.2	92.0	8.0	158.6	11.5
Cleveland	120.6	130.3	8.0	224.5	11.5
Colorado Springs-Pueblo	20.6	22.2	8.0	39.1	12.0

Coming up short at Grant Broadcasting. A newspaper ad recently ran announcing that a securities firm was willing to buy and sell the privately placed securities of Grant Broadcasting System. A call to the firm, R.D. Smith & Co., disclosed that only half of face value was offered for GBS's senior second lien notes paying 14.5%. The reason for that market-maker's pessimism, as well as for the continuing hearings and discussion in Philadelphia bankruptcy court, were revealed in the broadcaster's preliminary year-end financial figures.

The just-released preliminary results for last year show that the three Grant stations took in net revenue of $36.2 million, which was $10.4 million below budget projections made at the beginning of 1986. Last year's revenue was even further behind earlier projections, made in the fall of 1985 when GBS was structuring its financing. At that time, net revenue of $55.8 million was forecast—that preliminary document also had GBS paying more for programing.

The results suggest that even if a promised $30-million line of credit, reportedly arranged with Allied Bank of Texas, had come through, GBS might still have run short of money to pay bills. Cash payments to creditors in 1986 alone totaled almost $40 million, or roughly $3 million more than revenue. GBS is scheduled to pay roughly $52 million cash to syndicators in this year and 1988. One in every five of those dollars is scheduled to be due Viacom International, although GBS has submitted to the bankruptcy court a yet-to-be-approved settlement that might reduce the Viacom liabilities by 10% and stretch the terms of payment.

Among the three GBS stations, only WGBS-TV Philadelphia, which started as planned in October of 1985, exceeded its revenue projections of $13.7 million and brought in roughly $15 million last year.

The biggest shortfall, as suspected, was at WGBO-TV Chicago, which instead of bringing in $21.7 million, took in just $8.3 million. Required cash payments in Chicago to program syndicators alone were several million dollars more than revenue.

The program syndicator payments, exluding anything else, would have placed all three stations several million dollars in the hole on a cash basis, except that GBS withheld payments beginning last fall. It had to meet additional expenses totalling $20.4 million for payroll and other operating expenses of engineering, promotion, sales, insurance and administrative. There was also $4 million in cash interest payments last year and programing produced by the stations, totalling $3.8 million.

	1986	1987	% chg	1902	5-yr annual growth
Columbia, S.C.	21.8	23.9	10.0	43.1	12.5
Columbia-Jefferson City, Mo.	6.9	7.7	12.0	13.0	11.0
Columbus, Ga.	12.8	14.1	10.0	26.0	13.0
Columbus, Ohio	60.6	65.5	8.0	112.9	11.5
Corpus Christi, Tex.	15.9	17.1	8.0	29.6	11.5
Dallas-Fort Worth	261.5	274.6	5.0	505.8	13.0
Davenport-Rock Island, Ill.	21.0	22.7	8.0	37.3	10.5
Dayton, Ohio	40.9	44.6	9.0	73.5	10.5
Denver	138.7	149.8	8.0	275.9	13.0
Des Moines, Iowa	22.0	24.2	10.0	40.7	11.0
Detroit	181.9	196.5	8.0	338.6	11.5
Duluth, Minn.-Superior,Wis.	8.1	8.5	5.0	12.8	8.5
El Paso	18.3	19.8	8.0	34.8	12.0
Erie, Pa.	9.8	10.6	8.0	18.7	12.0
Eugene, Ore.	12.1	12.9	6.5	20.3	9.5
Evansville, Ind.	16.9	18.6	10.0	29.9	10.0
Fargo, N.D.	11.8	12.4	5.0	18.7	8.5
Flint-Saginaw-Bay City, Mich.	31.3	33.8	8.0	57.0	11.0
Fort Myers-Naples, Fla.	21.6	24.8	15.0	50.0	15.0
Fort Wayne, Ind.	18.0	19.6	9.0	30.8	9.5
Fresno-Visalia, Calif.	39.3	43.2	10.0	77.9	12.5
Ft. Smith, Ark.	9.0	9.6	7.0	16.6	11.5
Grand Rapids-Kalamazoo, Mich.	43.4	47.3	9.0	81.5	11.5
Green Bay, Wis.	26.0	28.4	9.0	43.7	9.0
Greensboro-Winston Salem, N.C.	38.9	43.6	12.0	82.1	13.5
Greenville-New Bern, N.C.	15.8	17.6	11.0	29.6	11.0
Greenville-Spartanburg, S.C.	43.1	47.0	9.0	84.6	12.5
Harrisburg-York-Lancaster, Pa.	35.2	39.1	11.0	68.9	12.0
Hartford-New Haven, Conn.	99.1	112.5	13.5	207.2	13.0
Honolulu	40.6	42.9	5.5	72.2	11.0
Houston	188.8	198.3	5.0	357.3	12.5
Huntsville, Ala.-Decatur, Ga.	14.3	15.4	8.0	26.6	11.5
Idaho Falls, Pocatello	4.9	5.2	5.0	8.8	11.0
Indianapolis	89.3	95.5	7.0	168.3	12.0
Jacksonville, Fla.	48.3	53.2	10.0	98.0	13.0
Jackson, Miss.	18.3	19.7	8.0	34.8	12.0
Johnstown-Altoona, Pa.	12.0	12.7	6.0	19.9	9.5
Joplin, Mo.-Pittsburg, Kan.	8.9	9.7	10.0	15.7	10.0
Kansas City, Mo.	79.4	84.9	7.0	146.4	11.5
Knoxville, Tenn.	30.9	33.5	8.5	59.1	12.0
La Crosse-Eau Claire, Wis.	12.3	13.4	8.5	23.0	11.5
Lafayette, La.	14.0	14.7	5.0	22.6	9.0
Las Vegas	35.4	38.6	9.0	71.1	13.0
Lexington, Ky.	21.9	24.7	13.0	45.6	13.0
Lincoln-Hastings-Kearney, Neb.	16.1	17.4	8.0	29.4	11.0
Little Rock, Ark.	35.0	38.9	11.0	70.1	12.5
Los Angeles	716.2	809.3	13.0	1,524.3	13.5
Louisville, Ky.	43.1	46.5	8.0	76.7	10.5
Lubbock, Tex.	13.7	14.5	6.0	23.8	10.5
Macon, Ga.	11.0	12.2	10.5	21.9	12.5
Madison, Wis.	16.7	18.1	8.0	31.8	12.0
McAllen-Brownsville, Tex.	12.5	13.5	8.0	24.3	12.5
Medford, Ore.	6.7	7.3	8.5	12.5	11.5
Memphis	51.4	55.2	7.5	93.1	11.0
Miami	180.1	205.3	14.0	386.7	13.5
Milwaukee	74.9	80.9	8.0	136.2	11.0
Minneapolis-St. Paul	135.1	148.0	9.5	272.6	13.0
Mobile, Ala.-Pensacola, Fla.	30.2	33.6	11.0	59.1	12.0
Monroe, La.-El Dorado, Ark.	9.4	10.0	6.0	15.4	9.0
Montgomery, Ala.	14.4	15.1	5.0	25.5	11.0
Nashville	56.2	61.8	10.0	119.0	14.0
New Orleans	75.1	81.5	8.5	150.2	13.0
New York	694.7	771.1	11.0	1,389.6	12.5
Norfolk-Portsmouth-Newport News, Va.	49.2	53.4	8.5	94.1	12.0
Odessa-Midland, Tex.	10.0	10.5	5.0	17.7	11.0
Oklahoma City	60.1	63.1	5.0	111.3	12.0
Omaha	29.7	31.4	6.0	50.6	10.0
Orlando-Daytona Beach-Melbourne, Fla.	91.8	105.6	15.0	231.5	17.0
Pduch, Ky.-Cp Grardu, Mo.-Hrrisbrg, Ill.	14.4	15.1	5.0	23.8	9.5
Peoria, Ill.	14.3	15.3	7.0	24.7	10.0
Philadelphia	261.8	278.9	6.5	491.5	12.0
Phoenix	125.4	139.1	11.0	279.9	15.0
Pittsburgh	109.0	116.7	7.0	196.6	11.0
Portland, Ore.	82.8	90.2	9.0	166.3	13.0
Portland-Poland Springs, Me.	21.6	24.0	11.0	43.2	12.5
Providence, R.I.-New Bedford, Mass.	38.9	41.8	7.5	72.1	11.5
Raleigh-Durham, N.C.	47.1	51.3	9.0	90.4	12.0
Reno	13.6	14.8	9.0	26.7	12.5
Richmond, Va.	34.9	38.8	11.0	71.5	13.0
Roanoke-Lynchburg, Va.	23.1	25.6	11.0	45.2	12.0
Rochester, N.Y.	34.0	37.2	9.5	59.9	10.0
Rochester-Austin, Minn.-Mason City, Iowa	6.9	7.4	8.0	12.5	11.0
Rockford, Ill.	13.7	14.7	7.0	22.6	9.0
Sacramento-Stockton, Calif.	111.7	126.8	13.5	249.6	14.5
Salinas-Monterey, Calif.	25.5	27.5	8.0	47.4	11.5
Salt Lake City	61.6	67.2	9.0	123.8	13.0
San Antonio, Tex.	63.4	68.8	8.5	126.8	13.0
San Diego	75.4	86.7	15.0	174.3	15.0
San Francisco	322.6	354.9	10.0	668.5	13.5
San Juan, P.R.	83.8	88.0	5.0	132.4	8.5
Santa Barbara-Santa Maria, Calif.	13.2	14.7	12.0	28.4	14.0
Savannah, Ga.	12.9	14.4	11.0	26.5	13.0
Seattle-Tacoma, Wash.	135.4	147.6	9.0	271.9	13.0
Shreveport, La.-Texarkana, Tex.	22.3	23.6	6.0	41.7	12.0
Sioux City, Iowa	7.6	8.1	6.5	12.2	8.5
Sioux Falls-Mitchell, S.D.	13.8	15.2	10.0	26.8	12.0
South Bend-Elkhart, Ind.	15.8	17.4	10.0	27.4	9.5
Spokane, Wash.	22.5	24.7	10.0	42.6	11.5
Springfield, Mo.	14.2	15.2	7.0	25.6	11.0
Springfield-Decatur-Champlain, Ill.	19.4	20.6	6.0	32.4	9.5
St. Louis	113.5	124.9	10.0	210.5	11.0
Syracuse, N.Y.	24.2	26.2	8.0	43.1	10.5
Tallahassee, Fla.-Thomasville, Ga.	11.8	13.1	11.0	22.0	11.0
Tampa-St. Petersburg, Fla.	127.9	143.2	12.0	294.4	15.5
Terre Haute, Ind.	9.6	10.1	6.0	16.3	10.0
Toledo, Ohio	27.9	29.9	7.0	49.2	10.5
Topeka, Kan.	8.6	9.2	7.0	15.5	11.0
Traverse City-Cadillac, Mich.	7.0	7.3	5.0	11.8	10.0
Tucson, Ariz.	26.6	29.0	9.0	49.9	11.5
Tulsa, Okla.	37.7	40.7	8.0	70.1	11.5
Washington	198.0	215.8	9.0	406.6	13.5
Wausau-Rhinelander, Wis.	6.5	7.0	8.0	11.6	10.5
West Palm Beach-Fort Pierce, Fla.	41.3	45.2	9.5	83.3	13.0
Wichita Falls, Tex.-Lawton, Okla.	9.9	10.4	5.0	16.7	10.0
Wichita-Hutchinson, Kan.	31.7	34.3	8.0	56.5	10.5
Wilkes Barre-Scranton, Pa.	24.0	26.4	10.0	46.5	12.0
Wilmington, N.C.	11.9	13.0	9.0	21.4	10.5
Yakima, Wash.	10.5	11.2	7.0	18.5	10.5
Youngstown, Ohio	13.3	14.2	7.0	22.4	9.5

Retail sales projections
(Dollars in millions)

Market	Estimated retail sales			Retail sales ratio	
	1987	1992	% chng	1987	1992
Abilene-Sweetwater, Tex.	$2,369	$3,554	8.44%	0.30	0.34
Albany-Schenectady-Troy, N.Y.	8,946	13,127	7.97	0.45	0.51
Albuquerque, N.M.	6,838	10,636	9.24	0.66	0.76
Amarillo, Tex.	3,213	4,602	7.45	0.33	0.39
Atlanta	25,321	40,258	9.72	0.75	0.91
Augusta, Ga.	3,134	4,785	8.83	0.53	0.65
Austin, Tex.	6,345	10,405	10.40	0.63	0.70

	1987	1992	% chg	1387	1992
Bakersfield, Calif	2,728	4,350	9.78	0.52	0.59
Baltimore	16,985	25,334	8.32	0.67	0.77
Bangor, Me	2,215	3,344	8.59	0.41	0.50
Baton Rouge	4,667	7,160	8.94	0.58	0.64
Beaumont-Port Arthur, Tex	3,084	4,389	7.31	0.41	0.46
Billings-Hardin, Mont	1,750	2,633	8.51	0.33	0.34
Binghamton, N.Y.	2,430	3,509	7.62	0.43	0.49
Birmingham, Ala	7,484	10,956	7.92	0.61	0.67
Boise, Idaho	2,438	3,639	8.34	0.49	0.56
Boston	47,629	71,747	8.54	0.58	0.72
Bristol, Va.-Kingsport, Tenn	4,302	6,516	8.66	0.38	0.43
Buffalo, N.Y.	9,138	12,558	6.57	0.66	0.78
Burlington, Vt.-Plattsburgh, N.Y.	5,060	7,682	8.71	0.43	0.52
Cedar Rapids-Waterloo, Iowa	4,742	6,662	7.03	0.39	0.44
Charleston, S.C.	3,607	5,540	8.96	0.62	0.74
Charleston-Huntington, W.Va.	7,605	11,077	7.81	0.37	0.42
Charlotte, N.C.	12,071	18,929	9.42	0.59	0.69
Chattanooga	4,918	7,312	8.25	0.45	0.55
Chicago	56,231	82,900	8.07	0.75	0.89
Cincinnati	12,435	18,700	8.50	0.74	0.85
Cleveland	25,907	37,365	7.60	0.50	0.60
Colorado Springs-Pueblo	3,855	6,001	9.26	0.58	0.65
Columbia, S.C.	4,485	7,083	9.57	0.53	0.61
Columbia-Jefferson City, Mo	2,693	4,053	8.52	0.29	0.32
Columbus, Ga	2,502	3,703	8.16	0.56	0.70
Columbus, Ohio	11,421	17,253	8.60	0.57	0.65
Corpus Christi, Tex	3,605	5,329	8.13	0.48	0.55
Dallas-Fort Worth	32,662	51,022	9.33	0.84	0.99
Davenport-Rock Island, Ill	4,927	6,853	6.82	0.46	0.54
Dayton, Ohio	8,421	12,365	7.99	0.53	0.59
Denver	20,994	33,349	9.70	0.71	0.83
Des Moines, Iowa	6,140	8,920	7.75	0.39	0.46
Detroit	32,651	47,754	7.90	0.60	0.71
Duluth, Minn.-Superior, Wis	2,811	3,946	7.02	0.30	0.33
El Paso	3,701	5,631	8.75	0.53	0.62
Erie, Pa	2,635	3,811	7.66	0.40	0.49
Eugene, Ore	2,481	3,530	7.30	0.52	0.57
Evansville, Ind	4,757	7,199	8.64	0.39	0.42
Fargo, N.D.	3,825	5,623	8.01	0.33	0.33
Flint-Saginaw-Bay City, Mich	7,887	11,194	7.25	0.43	0.51
Fort Myers-Naples, Fla	4,027	6,626	10.47	0.62	0.75
Fort Wayne, Ind	3,725	5,532	8.23	0.53	0.56
Fresno-Visalia, Calif	7,104	10,817	8.77	0.61	0.72
Fort Smith, Ark	2,054	3,074	8.40	0.47	0.54
Grand Rapids-Kalamazoo, Mich	10,353	16,144	9.29	0.46	0.50
Green Bay, Wis	5,532	7,997	7.65	0.51	0.55
Greensboro-Winston Salem, N.C.	9,029	13,901	9.01	0.48	0.59
Greenville-New Bern, N.C.	3,568	5,431	8.76	0.49	0.55
Greenville-Spartanburg, S.C.	10,095	15,453	8.89	0.47	0.55
Harrisburg-York-Lancaster, Pa	9,477	14,236	8.48	0.41	0.48
Hartford-New Haven, Conn	17,356	25,886	8.32	0.65	0.80
Houston	29,773	44,526	8.38	0.67	0.80
Huntsville, Ala.-Decatur, Ga	3,788	5,651	8.33	0.41	0.47
Idaho Falls, Pocatello	1,809	2,707	8.40	0.29	0.32
Indianapolis	15,924	24,143	8.68	0.60	0.70
Jacksonville, Fla	7,431	11,373	8.88	0.72	0.86
Jackson, Miss	4,492	6,933	9.07	0.44	0.50
Johnstown-Altoona, Pa	3,901	5,228	6.03	0.32	0.38
Joplin, Mo.-Pittsburg, Kan	2,533	3,714	7.96	0.38	0.42
Kansas City, Mo	14,141	21,215	8.45	0.60	0.69
Knoxville, Tenn	7,404	11,443	9.10	0.45	0.52
La Crosse-Eau Claire, Wis	2,636	3,958	8.47	0.51	0.58
Lafayette, La	3,689	5,409	7.95	0.40	0.42
Las Vegas	5,090	8,609	11.08	0.76	0.83
Lexington, Ky	5,158	7,909	8.92	0.48	0.58
Lincoln-Hastings-Kearney, Neb	4,210	6,154	7.89	0.41	0.48
Little Rock, Ark	7,079	10,485	8.17	0.55	0.67
Los Angeles	94,207	145,970	9.15	0.86	1.04
Louisville, Ky	8,463	12,784	8.60	0.55	0.60
Lubbock, Tex	2,449	3,361	6.54	0.59	0.71

	1987	1992	% chg	1987	1992
Macon, Ga	2,745	4,141	8.57	0.44	0.53
Madison, Wis	4,137	6,250	8.60	0.44	0.51
McAllen-Brownsville, Tex	3,678	5,761	9.39	0.37	0.42
Medford, Ore	2,052	3,047	8.23	0.35	0.41
Memphis	10,286	15,286	8.25	0.54	0.61
Miami	26,197	41,008	9.38	0.78	0.94
Milwaukee	11,491	16,455	7.45	0.70	0.83
Minneapolis-St. Paul	25,580	39,364	9.00	0.58	0.69
Mobile, Ala.-Pensacola, Fla	7,395	11,724	9.65	0.45	0.50
Monroe, La.-El Dorado, Ark	2,463	3,427	6.83	0.41	0.45
Montgomery, Ala	2,896	4,194	7.69	0.52	0.61
Nashville	11,130	17,211	9.11	0.56	0.69
New Orleans	11,802	17,735	8.49	0.69	0.85
New York	126,454	187,981	8.25	0.61	0.74
Norfolk-Portsmouth-Newport News, Va	9,963	15,438	9.15	0.54	0.61
Odessa-Midland, Tex	4,282	7,080	10.58	0.25	0.25
Oklahoma City	12,859	19,981	9.21	0.49	0.56
Omaha	6,290	9,566	8.75	0.50	0.53
Orlando-Daytona Beach-Melbourne, Fla	14,412	23,629	10.39	0.73	0.98
Pduch, Ky-Cp Grardu, Mo.-Hrrisbrg, Ill	4,843	7,082	7.90	0.31	0.34
Peoria, Ill	3,410	4,928	7.64	0.45	0.50
Philadelphia	50,942	76,401	8.44	0.55	0.64
Phoenix	16,495	26,918	10.29	0.84	1.04
Pittsburgh	18,110	24,693	6.40	0.64	0.80
Portland, Ore	13,890	21,331	8.96	0.65	0.78
Portland-Poland Springs, Me	6,369	9,835	9.08	0.38	0.44
Providence, R.I.-New Bedford, Mass	11,267	16,969	8.54	0.37	0.42
Raleigh-Durham, N.C.	11,078	17,529	9.61	0.46	0.52
Reno	3,810	6,160	10.09	0.39	0.43
Richmond, Va	7,822	11,856	8.67	0.50	0.60
Roanoke-Lynchburg, Va	5,429	7,935	7.88	0.47	0.57
Rochester, N.Y.	6,283	9,139	7.78	0.59	0.66
Rochester-Austin, Minn.-Mason City, Iowa	2,644	3,786	7.45	0.28	0.33
Rockford, Ill	3,207	4,681	7.86	0.46	0.48
Sacramento-Stockton, Calif	17,587	28,137	9.85	0.72	0.89
Salinas-Monterey, Calif	3,783	5,982	9.59	0.73	0.79
Salt Lake City	10,499	16,465	9.42	0.64	0.75
San Antonio, Tex	9,778	14,940	8.85	0.70	0.85
San Diego	16,001	26,262	10.42	0.54	0.66
San Francisco	46,856	71,847	8.92	0.76	0.93
Santa Barbara-Santa Maria, Calif	4,552	7,311	9.94	0.32	0.39
Savannah, Ga	3,663	5,666	9.12	0.39	0.47
Seattle-Tacoma, Wash	21,666	33,252	8.95	0.68	0.82
Shreveport, La.-Texarkana, Tex	6,086	8,878	7.85	0.39	0.47
Sioux City, Iowa	2,516	3,510	6.88	0.32	0.35
Sioux Falls-Mitchell, S.D.	3,728	5,484	8.02	0.41	0.49
South Bend-Elkhart, Ind	5,065	7,679	8.68	0.34	0.36
Spokane, Wash	4,753	7,011	8.08	0.52	0.61
Springfield, Mo	4,276	6,497	8.73	0.36	0.39
Springfield-Decatur-Champlain, Ill	5,385	7,737	7.51	0.38	0.42
St. Louis	20,339	29,867	7.99	0.61	0.70
Syracuse, N.Y.	6,060	8,838	7.84	0.43	0.49
Tallahassee, Fla.-Thomasville, Ga	2,636	4,044	8.93	0.50	0.54
Tampa-St. Petersburg, Fla	18,653	30,164	10.09	0.77	0.98
Terre Haute, Ind	2,726	3,998	7.96	0.37	0.41
Toledo, Ohio	7,724	11,380	8.06	0.39	0.43
Topeka, Kan	2,506	3,751	8.40	0.37	0.41
Traverse City-Cadillac, Mich	2,462	3,602	7.90	0.30	0.33
Tucson, Ariz	4,489	6,689	8.30	0.65	0.75
Tulsa, Okla	7,167	10,160	7.23	0.57	0.69
Washington	33,841	52,621	9.23	0.64	0.77
Wausau-Rhinelander, Wis	2,523	3,790	8.48	0.28	0.31
West Palm Beach-Fort Pierce, Fla	9,053	15,750	11.45	0.50	0.54
Wichita Falls, Tex.-Lawton, Okla	2,863	4,106	7.48	0.36	0.41
Wichita-Hutchinson, Kan	7,812	11,591	8.21	0.44	0.49
Wilkes Barre-Scranton, Pa	6,303	9,076	7.57	0.42	0.51
Wilmington, N.C.	2,230	3,459	9.17	0.58	0.62
Yakima, Wash	2,745	3,979	7.70	0.41	0.46
Youngstown, Ohio	4,388	6,121	6.88	0.32	0.37

'Amerika' premiere pushes ABC to second

NBC took week 21 (ended Feb. 15), according to Nielsen, with an 18.3 rating/29 share. ABC overtook CBS to finish second for the week with a 15.6/24. CBS closed the week with a 15.0/23. The last time this season that ABC moved ahead of CBS into second place was premiere week, when ABC had a 15.1 rating and CBS had a 14.9. Last year, NBC took week 21 with an 18.2/27 over CBS's 17.3/26 and ABC's 15.4/23.

NBC Nightly News won the news ratings week with a 13.1/23, while CBS pulled a 12.5/22 and ABC a 10.5/18. Last year's news race closed in the following order: CBS 14.0/24, NBC 13.0/22 and ABC 12.8/21.

The HUT level (homes using television) was 64.2%, up from week 20's 63.7%. For the same period a year ago, the HUT was 65.9%.

In the season-to-date category, the three networks hold the following averages: NBC 17.9/28, CBS 16.1/25 and ABC 14.2/23.

The premiere of the mini-series, ***Amerika***, on Sunday night, gave ABC enough power to take the night away from CBS, a first for ABC this season. The evening is a stronghold for CBS, which usually wins it with a 19 rating or better. ABC took Sunday with an 18.9/28.7 to CBS's 17.3/25.7. NBC's Sunday score was an 18.2/27.5. Part one of ***Amerika*** scored a 24.7/38, from 9 p.m. to 11:24 p.m. CBS ran with ***Designing Women*** (13.3/19), ***Nothing is Easy*** (10.0/14) and ***Hard Copy*** (8.6/13) from 9 to 11 p.m., while NBC ran a two-hour special, ***Facts of Life Down Under***, which pulled a 21.4/32 for the same two hours.

NBC has stolen Sunday away only three times this season: week four with a 22.2/33.8, week seven with a 19.5/30 and week 20 with a 19.1/29.4.

In the final tally of nights for week 20, NBC took three nights—Monday, Thursday and Saturday. ABC also had three—Tuesday, Wednesday and Sunday. This left CBS with Friday night.

Monday night went to NBC with a 21.8/31.6. The conclusion of ***The Two Mrs. Grenvilles*** scored a 24.0/35 at 9-11 p.m., while ABC's movie, ***The Last Fling***, had a 15.9/23.

On Tuesday, ABC aired a Carol Burnett special, ***Carol, Carl, Whoopi and Robin*** at 10-11 p.m. and pulled in a healthy 20.9/35, while NBC ran ***Remington Steele***, scoring an 11.5/19. CBS broadcast a Charlie Brown special at 8-9 p.m. (9.2/14) and the movie, ***Stillwatch*** (14.7/23), for the balance of the night.

Wednesday's win by ABC came with a 17.8/26 for ***Dynasty*** at 9-10 p.m. and a 15.5/26 for ***Hotel*** at 10-11 p.m. ***Dynasty*** outperformed CBS's ***Magnum, P.I.*** (16.7/25) and NBC's half hour ***Gimme a Break*** (13.6/20) at 9-9:30 p.m. and the 30-minute ***Tortellis*** (11.6/17). ***Hotel*** edged out CBS's ***Equalizer*** (15.2/25) and NBC's ***St. Elsewhere*** (12.5/21).

Thursday went to NBC with a 27.3/42.0 over CBS's 13.0/20.1 and ABC's 11.5/17.6.

CBS took Friday with a 17.2/29.0, while NBC pulled a 14.5/24.7 and ABC an 11.3/19.3. At 8:30-9:30 p.m., ABC ran a special, ***Emmanuel Lewis—My Very Own Special***. The hour-long telecast ranked 60th on the chart below, and pulled in an 11.3/19.

NBC took Saturday with an 18.0/30.5, sticking to its regular lineup. CBS aired the repeat, ***Be My Valentine, Charlie Brown***, at 8-8:30 p.m. and ran the rebroadcast of the theatrical movie, "Star Wars," which pulled a 14.1/24 for its two-and-a-half-hour run. This gave CBS a 13.6/23.2 average for the night. ABC's lineup totaled 10.4/17.8 for the night.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	38.2/57
2.	Family Ties	NBC	36.2/54
3.	Cheers	NBC	27.4/41
4.	Murder, She Wrote	NBC	26.4/38
5.	Moonlighting	ABC	25.9/38
6.	Night Court	NBC	25.4/38
7.	Amerika, pt. 1	ABC	24.7/38
8.	Growing Pains	ABC	24.3/36
9.	Monday Night Movies	NBC	24.0/35
10.	Golden Girls	NBC	23.7/38
11.	60 Minutes	CBS	22.4/36
12.	Who's the Boss?	ABC	22.1/33
13.	Sunday Night Movie	NBC	21.4/32
14.	Carol Burnett Special	CBS	20.9/35
15.	Kate & Allie	CBS	20.5/29
16.	Dallas	CBS	19.5/32
17.	Matlock	NBC	19.3/29
18.	227	NBC	18.8/31
19.	Amen	NBC	18.7/31
20.	L.A. Law	NBC	18.3/30
21.	My Sister Sam	CBS	18.2/26
22.	Newhart	CBS	18.0/25
23.	Dynasty	ABC	17.8/26
24.	Knots Landing	CBS	17.7/29
25.	ALF	NBC	17.3/25
26.	Highway to Heaven	NBC	17.0/25
27.	Head of the Class	ABC	16.8/25
28.	Magnum P.I.	CBS	16.7/25
29.	Falcon Crest	CBS	16.5/29
30.	Perfect Strangers	ABC	16.4/25
31.	MacGyver	ABC	16.3/23
32.	Miami Vice	NBC	16.2/26
33.	Monday Night Movie	ABC	15.9/23
34.	Scarecrow & Mrs. King	CBS	15.6/26
34.	Hunter	NBC	15.6/28
36.	Hotel	ABC	15.5/26
36.	Our House	NBC	15.5/25
38.	Facts of Life	NBC	15.4/26
39.	Equalizer	CBS	15.2/25
40.	20/20	ABC	14.9/24
41.	Valerie	NBC	14.8/21
42.	Tuesday Movie	CBS	14.7/23
43.	Cavanaughs	CBS	14.4/21
44.	Easy Street	NBC	14.3/21
45.	Saturday Movie	CBS	14.1/24
46.	Crime Story	NBC	13.9/25
47.	Gimme A Break	NBC	13.6/20
48.	Simon & Simon	CBS	13.4/20
48.	Disney Doggone Valentine	NBC	13.4/23
50.	Designing Women	CBS	13.3/19
51.	Mike Hammer	NBC	13.1/19
52.	Colbys	ABC	13.0/19
53.	St. Elsewhere	NBC	12.5/21
54.	Disney Sunday Movie	ABC	12.4/19
54.	Webster	ABC	12.4/21
56.	Hill Street Blues	NBC	11.8/17
57.	Tortellis	NBC	11.6/17
58.	Remington Steele	NBC	11.5/19
59.	Starman	ABC	11.4/20
60.	Sidekicks	ABC	11.3/19
60.	Emanuel Lewis Special	ABC	11.3/19
62.	Charlie Brown, Valentine	CBS	11.2/19
63.	Spenser: For Hire	ABC	10.7/19
63.	Cagney & Lacey	CBS	10.7/16
65.	Sledge Hammer	ABC	10.5/18
66.	Mr. Belvedere Special	ABC	10.1/17
67.	Nothing Is Easy	CBS	10.0/14
68.	Ohara	ABC	9.6/16
69.	20th Ann., Charlie Brown	CBS	9.2/14
70.	Hard Copy	CBS	8.6/13
71.	Shell Game	CBS	8.0/12
72.	Our World	ABC	6.5/10

*indicates premiere episode

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er as a group of television stations to make a joint effort," she said. "We can't solve all the problems overnight, but it's a first step." Arbitron contributed to the cost of the study, but Nielsen chose not to participate. Nielsen officials could not be reached for comment.

When the results are released in late March, Los Angeles-area Spanish television stations will be watching closely for SRI's estimate of the market's Hispanic population, which they insist is underrepresented by Arbitron and Nielsen. Commercial stations, too, are likely to be keeping an eye out for cable levels. But poll takers warn that stations should not rely too heavily on cable level figures since cable pirates do not readily admit they receive the service.

SRI conducts a similar survey annually for the National Association of Broadcast-also owns KWNO(AM) Winona, Minn. and WTCH(AM)-WOWN(FM) Shawano, Wis. Filed Feb. 5.

■ KXRA-AM-FM Alexandria, Minn. (AM: 1490 khz; 1 kw-D; 250 w-N; FM: 92.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of KXRA Inc. from Marvette J. Hagevik and Mary E.K. Thompson to Robert E. Hines and his mother, Kathryn, for assumption of liabilities. Seller, Hagevik, also owns WRDN-AM-FM Durand, Wis. Buyers have no other broadcast interests. Filed Feb. 5.

■ WCHJ(AM)-WBKN(FM) Brookhaven, Miss. (AM: 1470 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 285 ft.)—Seeks assignment of license from B.F. Gerald to Bogue Chitto Communication Co. for $350,000. Seller has no other broadcast interests. Buyer is owned by Thomas F. McDaniel, who also owns WCJU(AM) Columbia and WJDR(FM) Prentiss, both Mississippi. Filed Feb. 2.

■ WQIC(AM) Meridian, Miss. (1450 khz; 1 kw-U)—Seeks transfer of control from Stanleigh O. Torgeson and his wife, Dorothy to Larry D. Torgeson for $450,000. Sellers are parents of buyer. They have no other broadcast interests. Buyer owns new FM in Marion, Miss. Filed Feb. 4.

■ WKOR-AM-FM Starkville, Miss. (AM: 980 khz; 1 kw-D; FM: 92.1 mhz; 3 kw; HAAT: 500 ft.)—Seeks transfer of control of Charisma Broadcasting Co. from Charles B. Cooper and his wife, Wanda, to Donald R. DePriest for no consideration. Sellers, with buyer, own WFEZ(AM) Meridian, Miss., which they are also selling to buyer. Buyer has no other broadcast interests than those already mentioned. Filed Feb. 9.

■ KOSC(AM) Marshfield, Mo. (1510 khz; 250 w-D)—Seeks assignment of license from Ozark Summit Communications Inc. to Basil H. Price for $75,000. Seller is owned by John P. Thompson, who has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 10.

■ KALM(AM) Thayer, Mo. and KAMS(FM) Mammoth Srings, Ark. (AM: 1290 khz; 1 kw-D; FM: 95.1 mhz; 75 kw; HAAT: 97 ft.)—Seeks assignment of license from Ozark Radio Network Inc. to K.A.M.S. Inc. for $310,000. Seller is owned by Robert F. Neathery, who also owns KWPM-AM-FM West Plains, Mo., and KUKU(AM) Willow Springs, Mo. Buyer is owned by Shawn Louise Neathery, grandaughter of seller. Her brother, Brett, will buy KUKU-(AM) and KWCJ-FM Willow Springs, Mo., for $313,000. Filed Feb. 6.

■ KUKU(AM)-KWCJ-FM Willow Springs, Mo. (AM: 1330 khz; 1 kw-D; FM: 100.1 mhz; 3 kw; HAAT: 437 ft.)—Seeks assignment of license from Woodridge Enterprises Inc. to One Hundred and One Communications for $163,000 for FM and $150,000 for AM. Seller is owned by Richard Neathery (see above). Buyer is owned by his grandson, Brett (see above). Filed Feb. 6.

■ KVEG(AM) North Las Vegas (1410 khz; 5 kw-D)—Seeks assignment of license from Roberts Communications Corp. to Noble House Communications Ltd. for $75,000. Seller is principally owned by Yolanda Naismith, and four others. It also owns WFXZ(FM) Sterling Heights, Mich. Buyer is owned by James E. Schultz and Howard Washer. It ~~has no other broadcast~~ interests. Filed Feb. 5.

■ WYSL(AM) Avon (Buffalo) N.Y. (1400 khz; 1 kw-U)—Seeks transfer of control of Radio Livingston Ltd. from Thomas G. Prescutti to Robert C. Savage and family for $1,600. Seller has no other broadcast interests. Buyers have interest in WVGI(TV) Charlotte Amalie, V.I. Filed Feb. 11.

■ WFBL(AM) Syracuse, N.Y. (1390 khz; 5 kw-U)—Seeks assignment of license from First Broadcasting Corp. to WFBL-Syracuse Inc. for $125,000. Seller is owned by MacMillan Ring-Free Oil Inc., headed by Kevin Foster, president. It also owns WSMB(AM) New Orleans. Buyer is owned by Donald Wilks and Michael Schwartz. It owns two AM's and four FM's. Filed Feb. 5.

■ WPET(AM)-WKSI(FM) Greensboro, N.C. (AM: 950 khz; 500 w-D; FM: 98.7 mhz; 100 kw; HAAT: 814 ft.—Seeks assignment of license from Robins Communications Inc. to WCCB-TV Inc. for $5.6 million. Seller is subsidiary of Richmond, Va.-based pharmeceutical manufacturer, A.H. Robins Co. It has no other broadcast interests. Buyer is Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. Filed Feb. 11.

■ WHOH(FM) Cadiz, Ohio (106.3 mhz; 3 kw; HAAT: 264 ft.)—Seeks assignment of license from Cadiz Communications Inc. to Blair Broadcasting Inc. for $290,000. Seller is owned by Randall M. O'Grady, who has bo other broadcast interests. Buyer is owned by Donald Devorris. It also owns WEIR(AM) Weirton, W.Va. Filed Feb. 4.

■ WTPS(FM) Muncy, Penn. (103.9 mhz; 3 kw; HAAT: 209 ft.)—Seeks assignment of license from JKR Broadcasting Inc. to Pro Marketing Inc. for $498,000. Seller is owned by John A. Kennedy, who also owns WTPS(AM). Buyer is owned by Victor Michael and Joseph Kalie. It has no other broadcast interests. It recently sold WBNE(FM) Benton, Pa. to Holt Corp. (see "For the Record," Jan. 26). Filed Feb. 6.

■ WRGE(AM) Olyphant, Pa. (750 khz; 2.5 kw-D)—Seeks assignment of license from Emke Media Enterprises Inc. to Chance Communications Inc. for $83,658.50. Seller is owned by James Emmel, who has no other broadcast interests. Buyer is owned by group of 11, with no other broadcast interests. Filed Feb. 6.

■ WBOL(AM) Bolivar, Tenn. (CP)—Seeks assignment of license from Bolivar Broadcasting Services to Johnny Shaw and his wife, Opal, for $75,000. Seller is owned by John Latham and Ray Smith, who also own WRJB(FM) Camden, Tenn. Buyer is station's general manager. Filed Feb. 4.

■ KTXF(FM) Brownsville, Tex. (100.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from Valley Radio Co. to Tate Communications Inc. for $2.35 million. Seller is owned by Southwest MultiMedia Corp., Houston-based group of four TV's owned by Billy Goldberg and media broker, Lester Kamin. Buyer is owned by Harvey J. Tate and seven others. Tate was formerly owner of WAAT-FM Johnstown, Pa. Filed Feb. 5.

■ KRLB-AM-FM Lubbock, Tex. (580 khz; 500 w-D; FM: 99.5 mhz; 100 kw; HAAT: 850 ft.)—Seeks assignment of license from Broadcast Holdings Inc. to The Dowe Co. for $2.9 million. Seller is owned by Jack Rich, who also owns KEZB-AM-FM El Paso. Buyer is owned by Kenneth Dowe, and his wife, Dorothy. Dowe is former owner of KLZE(FM) Los Altos, Calif. Filed Feb. 6.

■ KSEL-AM-FM Lubbock, Tex. (AM: 950 khz; 5 kw-D; 500 w-N; FM: 93.7 mhz; 100 kw; HAAT: 740 ft.—Seeks assignment of license from KSEL Inc. to Bakcor Broadcasting Inc. for $1.3 million. Seller is subsidiary of Harris Enterprises, Garden City, Kan.-based group of six AM's and six FM's owned by John P. Harris family. Buyer is owned by George Bakke and seven others. It also owns KMND(AM)-WNFM(FM) Midland, Tex. Filed Feb. 5.

■ WESR-AM-FM Onley-Onancock, Va. (AM: 1330 khz; 5 kw-D; FM: 103.3 mhz; 50 kw; HAAT: 320 ft.)—Seeks assignment of license from The Accomack-Northampton Broadcasting Co. to Eastern Shore Radio Inc. for $735,000. Seller is principally owne[illegible] Vernon H. Baker, who also owns WBZI(AM)-WLG[illegible]M) Xenia, Ohio, and WKGM(AM) Smithfield, Va. Buyer is owned by Benjamin Ferguson, Gloria Jennings and Charles F. Russell, who also own WJIC(AM) Salem and WNNN-FM Canton, both New Jersey. Filed Feb. 6.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

HENRY BROADCASTING CO., Inc.
has acquired
KDON-AM/FM
Salinas, California
from
Grace Broadcasting, Inc.
for
$5,000,000
Our Associate **Ray Stanfield** initiated the transaction and assisted in negotiations.
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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 2

C1750-1
3/3/87

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56th Year 1987

Major League Baseball bats $350 million

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV ##SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 112 No. 9

Broadcasting Mar 2

Cable wins pole attachment case
Baseball rights payments near $350 million
Fairness doctrine comments pour into FCC

CABLE WIN □ Supreme Court hands cable, and FCC, pole-attachment victory. **PAGE 35.**

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formation: (212) 486-1111.

March 31—*Broadcast Pioneers* annual breakfast, held during National Association of Broadcasters convention (see above). Loews Anatole, Dallas.

March 31—Deadline for entries in 1987 *International Radio Festival of New York*, worldwide competition for radio advertising and programing. Information: (914) 238-4481.

■ **March 31**—Deadline for entries in CEBA (Communications Excellence to Black Audiences) Awards, sponsored by *World Institute of Black Communications*. Information: (212) 586-1771.

April

April 1—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Bob Shanks, executive producer, CBS's *The Morning Program*. Copacabana, New York. Information: (212) 765-2450.

April 1—Luncheon honoring newly elected members of Advertising Hall of Fame, Carl Nichols, Arthur Nielsen, Raymond Petersen and Robert Woodruff, sponsored by *American Advertising Federation* and hosted by *Wall Street Journal*. Waldorf-Astoria, New York.

April 1-5—*Alpha Epsilon Rho, National Broadcasting Society*, 45th annual convention. Clarion hotel, St. Louis.

April 2—*Television Bureau of Advertising* regional sales conference. Airport Hyatt Regency, Chicago.

April 3-4—Cable-Tec Expo. annual show sponsored by *Society of Cable Television Engineers*. Hyatt Orlando hotel, Kissimmee, Fla. Information: (301) 468-3210.

■ **April 5-11**—10th annual International Public Television Screening Conference (INPUT), hosted by *Spanish Radio and TV Corp. (R.T.V.E.)*. Manuel de Falla Centre, Granada, Spain. Information: Enrique Nicanor, (341) 218-22-76.

■ **April 6-7**—*National Association of State Radio Networks* meeting. Ponchatraine hotel, Detroit. Information: (501) 225-6017.

April 7—*Television Bureau of Advertising* regional sales conference. Amfac East, Dallas.

April 7—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 7—*Women in Cable, New York chapter*, "cable month" salute. HBO Media Center, New York. Information: (212) 661-6040.

April 8—Ohio State Awards ceremony. National Press Club, Washington. Information: (614) 292-0185.

April 8—Satellite teleconference on role of media in current U.S./USSR relations, hosted by ABC anchor Peter Jennings on U.S. side, held in conjunction with *American Society of Newspaper Editors* and *Gosteleradio*. Fairmont hotel, San Francisco. Information: (212) 877-4070.

April 9—*Television Bureau of Advertising* regional sales conference. Marriott North, Columbus, Ohio.

April 9-10—Fourth annual minority career workshop, sponsored by *International Radio and Television Society*. Viacom Conference Center, New York. Information: (212) 867-6650.

April 10-11—10th annual Great Lakes Radio Conference, sponsored by *Specs Howard School of Broadcasting, Central Michigan University, Michigan Association of Broadcasters* and *Alpha Epsilon Rho*. CMU campus, Mt. Pleasant, Mich. Information: (517) 774-3851.

April 10-12—*Oklahoma AP Broadcasters Association* annual convention. Marriott, Tulsa, Okla.

April 13—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

April 14—*Television Bureau of Advertising* regional sales training conference. Sheraton Music City, Nashville.

April 15—Deadline for entries in National Psychology Awards for Excellence in the Media, "to recognize and encourage outstanding, accurate coverage which increases public understanding of psychology," sponsored by *American Psychological Association* and *American Psychological Foundation*. Information: APA, 1200 17th Street, N.W., Washington, 20036.

April 16—*Federal Communications Bar Association* luncheon. Speaker: Supreme Court Justice Antonin Scalia. Washington Marriott, Washington.

April 16—*Television Bureau of Advertising* regional sales training conference. Westin Peachtree Plaza, Atlanta. Information: (212) 486-1111.

April 16—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 17-18—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 21—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

April 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

April 21-27—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

April 22—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

April 22—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

April 23—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

April 23—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

April 23-24—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

April 24-26—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

April 25—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

Errata

In sale of **KDOL(AM) Mojave** and KTPI(FM) Tehachapi, both California, reported in "Changing Hands," Feb. 23, KDOL **is on full time,** not daytimer, and **KTPI is on 103.1 mhz**, not 97.7 mhz.

□

In station trading special report, BROADCASTING, Feb. 9, **sale price of Mid-America's Indianapolis cable system was $151,250,000,** not the $80 million to $90 million originally estimated.

□

National Cable Television Association President **Jim Mooney criticized position of FCC General Counsel Diane Killory on FCC's proposed syndicated exclusivity rules,** not FCC Commissioner Patricia Dennis as reported in Feb. 23 "Cablecastings." NCTA and Dennis agree that rules may be prohibited by Cable Communications Policy Act of 1984.

■ **April 22-25**—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

April 26-28—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headqarters, Washington.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

April 26-29—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 26-29—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

April 28—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

April 29-May 2—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

April 29-May 3—*National Public Radio* annual public radio conference. Washington Hilton.

May

May 5-6—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

May 6—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

May 8-10—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

May 9-16—27th Golden Rose of Montreux, television festival for light entertainment programing. Montreux, Switzerland. Information: (212) 223-0044.

May 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 12—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

May 12-14—*Florida Association of Broadcasters* legislative day. Radisson hotel, Tallahassee, Fla.

May 13—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

May 14-15—*Kentucky Broadcasters Association* spring convention. Louisville, Ky.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 17-21—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Infor-

BASEBALL
1987

Baseball rights approach $350 million

Major League Baseball broadcast and cable rights payments continue to climb, surpassing last year's high-water mark of $320 million, rising about 9% to $349,850,000. Of that, $153,350,000 will come from local broadcast and cable payments (an increase of 9.6%) and about $190 million from ABC-TV and NBC-TV combined. Although ABC reportedly may renegotiate its MLB contract, both networks are now in the fourth year of a six-year, $1.2-billion rights agreement extending through the 1989 season. CBS Radio, which has a five-year agreement with the league that runs until 1989, will pay about $6.5 million, up from the $6 million it paid for its schedule of games last year.

Although the American League East teams will receive the highest rights payments this year—almost $50 million (an increase of about 10.9%)—the National League West team payments will increase the most—up about 17.5% to $26.5 million. The National League East teams will be paid about $45.4 million, a gain of about 4.4%, while the American League West teams will receive rights payments of $31.8 million, an increase of 9.1%.

□

Despite a soft advertising marketplace in general, Bob Blackmore, senior vice president of sales for the NBC Television Network, is optimistic about the 1987 baseball season. NBC's advertising sales are going "very well," he said, adding that "generally, it's a strong marketplace and baseball is up 10% to 15%." The network is over 95% sold in the second quarter, and about 75% sold in the third quarter, he said. "Advertisers like to buy on history and baseball is solid," Blackmore said. "It's getting better ratings than ever; it has good demographics."

As it has for the past two years, NBC will televise 30 regular-season Saturday games (including four Saturday-afternoon double-headers) and two prime time games beginning April 11. NBC's teams of Vin Scully and Joe Garagiola and Bob Costas and Tony Kubek will again be the two primary combinations during the season. (Two other two-person broadcast teams will be added for weeks when there are doubleheaders, an NBC spokeman said.) In addition, NBC will also carry the American League and National League playoff series (the best of seven games), beginning Oct. 6, and the All-Star Game on July 14 in Oakland, Calif.

According to one source, the average price of a 30-second spot during the regular season at NBC will be close to $46,000 for the second quarter, and about $36,000 for the third quarter. Rates for the playoff games are set at about $175,000 for prime time games, about $125,000 for weekend games, and about $50,000-plus if the playoffs go to a weekday game, with rates for the All-Star game at $275,000. Among the sponsors for the regular-season games is Miller beer. NBC is also in final negotiations with General Motors, replacing the Ford Motor Co. as its automotive sponsor.

NBC averaged a 6.3/20 for its 30 regular-season games in 1986, compared to a 6.4/21 for 30 games in 1985, a spokesman said. The ratings average for last fall's World Series between the New York Mets and the Boston Red Sox (in which 30-second spots went for $275,000) was 28.6/45 for the seven-game series, up 13% from 1985 when ABC carried the games, an NBC spokesman said. The seventh game of the series set a record for number of viewers (34 million), receiving a 38.9/55, the fourth-highest rated World Series game, NBC said.

Although ABC carried 11 Sunday games early in the season last year, in addition to its eight exclusive Monday night regular season games, so far the network is planning to carry only eight regular-season Monday night games in 1987. The games will air at 8 p.m. (NYT) from June 1-July 27, and Al Michaels will be the primary play-by-play announcer. One consideration in not yet scheduling any Sunday games this year was ratings. Because ABC does not have exclusivity on Sunday afternoons, "with all the local [baseball] packages on Sundays, the audience levels are not really that great," an ABC spokesman said.

ABC will also carry the World Series this year. It is believed that ABC expects to charge about $275,000 per 30-second spot. *Monday Night* 30's are said to be selling in the $80,000 range, up 6.7% from last year.

A team by team breakdown follows:

◆

California Angels

KTLA(TV) Los Angeles enters the final year of a three-year pact with the Angels this season, but intends to re-negotiate the contract to permit up to 60 games to be televised, according to station manager Michael Eigner. Broadcast television rights fees are now pegged at $4.2 million for the 1987 year, with the station televising 48 regular-season games and three preseason outings. Bob Starr and Joe Torre handle the announcing chores.

The Angels experimented last season with showing four home games on a pay-per-view basis, but ended the co-venture agreement between Angelvision and Harmon/Cove Productions, a unit of Fox Television Stations that is involved in a similar arrangement with the Los Angeles Dodgers, because of Harmon/Cove's desire to televise more home games, an Angels spokesman said.

On radio, Al Conin will continue as the play-by-play man for rights holder KMPC(AM), but last season's number-two announcer, Ron Fairly, will be replaced by Ken Brett. Fairly has left the Angels to become lead announcer for the San Francisco Giants, the Angels spokesman said. Major radio sponsors include Chevron, Chevrolet, Anheuser-Busch and Eastern Airlines. XPRS(AM) Rosarita Beach (Tijuana, Mexico) will provide Spanish-language coverage.

Prices of admission

NBC-TV rights payments
$95 million

ABC-TV rights payments
$95 million

CBS Radio rights payments
$6.5 million

◆

Chicago White Sox

The White Sox and WMAQ(AM) Chicago are renegotiating a new five-year pact that is expected to be signed shortly. In addition to full regular season coverage and nine preseason games, the station will broadcast the "Crosstown Classic" between the Cubs and the White Sox on May 18. The station is also expanding its pre- and post-game shows to about 35 minutes each. Sponsors this year include Chevrolet, Miller beer and Zenith.

The Sox also have, for the second season, a Spanish radio rights holder, WTAQ(AM) La Grange, Ill., which will broadcast the full home slate of 81 games.

TV rights holder WFLD-TV Chicago will carry 16 home and 54 away contests, three of which are preseason games. The station is in the second year of a five-year deal. Sponsors on the television side include Miller, Nissan and the Illinois State Lottery.

The regional cable network, Sportsvision, is currently converting from a pay to a basic service. Its pay subscriber count was close to 600,000 and the company is projecting that it will have a basic subscriber count of one million by April 1. Sportsvision will carry 74 games this season—54 home, 15 away and five preseason games.

◆

Kansas City Royals

WDAF-TV Kansas City, Mo., in the last year of its three-year contract, is the originating station for a network of 17 stations, carrying 50 games this year. Miller Beer is again the major sponsor. According to Buddy Turner, manager of the Royals TV Network, "everything is pretty much the same as last year," in terms of television coverage, which again will include a preseason prime time special. One added twist, however, may be the involvement of Dick Howser in the telecasts of the games. Howser, who has undergone surgery twice for a brain tumor, resigned as Royals manager last week for health reasons, Turner said, adding that WDAF-TV has expressed an interest in using Howser in the telecasts "in some way," depending on "how he is feeling."

On the radio side, WIBW(AM) Topeka, Kan., will head a network of about 117 stations in its second year of a three-year contract. Major sponsors from last year have returned for another season, including Anheuser-Busch, Ford automobiles, Farmer's Insurance, John Deere and Guy's potato chips.

◆

Minnesota Twins

New management, new uniforms and new turf in the Metrodome are contributing to an upbeat attitude surrounding the Minnesota Twins this year, according to Dave Jarzyna, director of broadcast marketing for the ball club. And that optimism has carried over into the broadcast picture, where Stuart Swartz, vice president and general manager of KMSP-TV Minneapolis, the TV rights holder, said "the market [is] in a positive mood." The station will carry five pre-season games and 68 regular-season games. The high hopes, in addition to high ratings last season (the second highest since the club has been on the air), are making for good sales, with Miller and Midwest Federal Savings & Loan two major advertisers committed so far. KMSP-TV is in the third year of a four-year contract.

Also in the third year of a four-year contract is WCCO(AM) Minneapolis. Steve Woodbury, general sales manager, said that the station is now 65% sold for the regular season's 162 games, and the preseason's 12 games. Sponsors include Budweiser, Red Owl, Midwest Federal, Hardware Hank and Amoco.

For the first time, the two stations will share one set of announcers. John Gordon, who formerly called New York Yankee games, will

AMERICAN LEAGUE EAST

Team	1987 rights	1986 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Baltimore Orioles	6,300,000	6,000,000	WMAR-TV 10	WCBM(AM) 84	WMAR-TV holds TV rights; WCBM holds radio rights; Home Team Sports holds cable rights.
Boston Red Sox	6,500,000	4,600,000	WSBK-TV 7	WPLM 75	WSBK-TV holds TV rights; WPLM holds radio rights; New England Sports Network (48% owned by Red Sox) holds pay-cable rights.
Cleveland Indians	3,000,000	3,000,000	WUAB(TV) 4	WWWE(AM) 33	WUAB(TV) holds TV rights; WWWE(AM) holds radio rights.
Detroit Tigers	5,000,000	4,400,000	WDIV(TV) 5	WJR(AM) 37	WDIV(TV) holds TV rights; WJR holds radio rights; Pro Am Sports Systems holds pay cable rights.
Milwaukee Brewers	3,600,000	3,500,000	WVTV 9	WTMJ 61	Brewers retain radio rights; WVTV(TV) holds TV rights.
New York Yankees	17,500,000	15,500,000	WPIX(TV) 12	WABC(AM) 45	WPIX holds TV rights; WABC holds radio rights; SportsChannel holds pay cable rights.
Toronto Blue Jays	7,750,000	7,750,000	CTV-TV 21	CJCL(AM) 50	Labatts Breweries of Canada (45% owner of team) holds TV rights; Telemedia Broadcast systems holds radio rights; The Sports Network holds cable rights.

AMERICAN LEAGUE WEST

Team	1987 rights	1986 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
California Angels	4,200,000	4,200,000	KTLA 15	KMPC 21	Angels retain TV and radio rights; XPRS Rose-Rita (Tijuana) Mexico holds Spanish radio rights.
Chicago White Sox	9,300,000	8,250,000	WFLD-TV 1	WMAQ(AM) 20	WFLD-TV retains TV rights, WMAQ(AM) retains radio rights, WTAQ(AM) holds Spanish radio rights and team retains cable rights.
Kansas City Royals	3,100,000	2,000,000	WDAF-TV 17	WIBW(AM) 117	WDAF-TV holds TV rights, WIBW holds radio rights.
Minnesota Twins	4,000,000	3,600,000	KMSP-TV 8	WCCO 62	KMSP-TV holds TV rights; WCCO holds radio rights.
Oakland A's	3,000,000	3,000,000	KPIX 8	KSFO 14	KPIX retains TV rights; KSFO holds English radio rights; KBRG holds Spanish-language radio rights.
Seattle Mariners	2,200,000	2,100,000	KIRO-TV 5	KIRO 30	KIRO holds radio and TV rights.
Texas Rangers	6,000,000	6,000,000	KTVT(TV) 15	WBAP(AM) 15	KTVT holds TV rights; WBAP holds radio rights; Home Sports Entertainment holds pay cable rights.

NATIONAL LEAGUE EAST

Team	1987 rights	1986 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Chicago Cubs	4,300,000	4,300,000	WGN-TV 13	WGN(AM) 67	Stations hold rights under agreement with commonly owned Cubs.
Montreal Expos	7,000,000	8,000,000	CBC-TV	CFCF 30 CKBC 42	Labatt Breweries holds TV rights; CFCF holds English radio rights; CKBC holds French radio rights; the Sports Network holds cable rights.
New York Mets	16,500,000	14,500,000	WOR(TV) 10	WHN(AM) 42	Mets have partnership arrangement with broadcast originators; SportsChannel holds pay cable rights.
Philadelphia Phillies	9,500,000	9,100,000	WTAF-TV 1	WCAU(AM) 24	Originating stations hold broadcast rights; Prism holds cable rights.
Pittsburgh Pirates	4,000,000	3,000,000	KDKA-TV 5	KDKA(AM) 20	Group W holds broadcast rights and Tele-Communications Inc., holds cable rights.
St. Louis Cardinals	5,100,000	4,600,000	KSDK 17	KMOX 115	KSDK has TV rights. KMOX has radio rights. Cencom Cable holds cable rights.

NATIONAL LEAGUE WEST

Team	1987 rights	1986 rights	TV originator and affiliates	Radio originator and affiliates	Rights holders
Atlanta Braves	4,000,000	3,500,000	WTBS	WSB	WTBS is TV rights holder under agreement with commonly owned Braves; team retains radio rights.
Cincinnati Reds	6,800,000	5,500,000	WLWT 20	WLW 100	WLWT holds TV rights; Reds retain radio rights.
Houston Astros	3,600,000	3,400,000	KTXH 11	KTRH 40-45	KTXH has TV rights. Astros retain radio rights. Home Sports Entertainment holds cable rights.
Los Angeles Dodgers	5,000,000	4,600,000	KTTV 3	KABC 3	Dodgers retain broadcast rights and sell through Dodger Radio and Television Network. Dodgers and Fox Television Stations Inc. hold pay-TV rights jointly in Dodgervision pay-per-view venture. KWKW(AM) holds Spanish radio rights.
San Diego Padres	4,200,000	2,800,000	KUSI-TV 8	KFMB(AM) 12 XEXX(AM)	Padres retain rights on KUSI-TV and KFMB(AM); Padres and Cox jointly hold pay TV rights.
San Francisco Giants	2,900,000	2,750,000	KTVU 5	KNBR 9 KIQI 32	Broadcast originators hold rights.

AL total:	**$81,450,000**	**$73,900,000**
NL total:	**$71,900,000**	**$66,050,000**
Majors total	**$153,350,000**	**$139,950,000**

Not included in the table are network payments for nationally broadcast games that total about $196.5 million, $95 million for ABC-TV, $95 million for NBC-TV and $6.5 million for CBS Radio.

team up with CBS Radio's John Rooney. Continuing on the radio exclusively are Herb Carneil and former Twin Harmon Killebrew.

Oakland A's

Contract discussions between the A's and rights holder KPIX(TV) San Francisco will begin this month as the club enters the final year of a three-year television and radio broadcast rights deal estimated at $8.5 million. Under the contract, the A's get five minutes of commercial time for every 25 minutes KPIX sells. The station will televise one preseason and 34 regular-season games this year in prime time and weekend periods. Anheuser-Busch, Unocal and Toyota are major sponsors.

Ratings dropped slightly for ball club last year compared to 1985. The A's averaged a 6 rating/14 share in Nielsen and a 6/16 in Arbitron last year, compared to 1985 figures of 6/15 and 7/16, respectively, according to KPIX research figures.

KSFO(AM) San Francisco began negotiations with the A's last month, said Ken Pries, the station's sports producer. Also in the final year of a three-year deal, the station shares promotion, marketing, merchandising and revenue with the A's under the existing contract.

Seattle Mariners

KIRO-TV has the rights to 72 games of the Seattle Mariners but because it is a CBS television affiliate, it decided to take only 31 games to avoid preempting too much network programing. The remaining 41 games have been assigned to a Seattle independent, KTZZ TV. The games will be fed to about eight stations in Washington, Idaho, Oregon and Alaska.

Sales are moving at a rapid pace, according to John Norden, vice president and general sales manager, KIRO-TV. Among the major advertisers on his station are Anheuser-Busch, GTE, Allstate Insurance, Unocal and Toyota. The station is beginning a new five-year contract with the Mariners.

According to KIRO(AM) sales manager, Bill Aanenson, the station will cover 20 preseason and 162 regular games which will be transmitted to 30 stations in Washington, Oregon, Idaho, Montana and Alaska. Among the advertisers already signed are GTE, Chevron Oil, Farmers Insurance Group, Pepsi and Budweiser. The schedule is about 60% sold and Aanenson expects to be 92% sold by opening day. He noted that the pre- and post-game programs are sold out.

Texas Rangers

Gaylord Broadcasting's KTVT(TV) Fort Worth is entering the third year of a five-year deal as broadcast rights holder for the Rangers. The rights pact is part of an overall agreement whereby Gaylord purchased 35% of the club three years ago. (Eddie Chiles still owns the remaining shares.)

KTVT, which is a "passive" superstation, will air 60 away games in 1987—up from 50 last season—and one preseason contest. The station will also operate a five-state regional network of 15 stations.

Major advertisers for the 1987 season include: Budweiser, Nissan dealers, Texaco, True Value hardware stores, Goody's headache powder, Chief auto parts, Chevrolet dealers and Midas. Charles Edwards, executive vice president for Gaylord and general manager of KTVT, said sales are running 30% ahead of the same time a year ago. He attributed the brisk pace to the Rangers being a competitive team last year and to a "very popular" manager (Bobby Valentine).

For radio, WBAP(AM) Fort Worth will begin its 14th consecutive year of Ranger broadcasts as it enters the third year of a four-year rights package. WBAP will also serve as the originating station for a regional network of 15 stations, most of them in Texas. The station will air 24 preseason contests and all regular season games.

Among the major sponsors on radio are: Budweiser, Delta Airlines, Dr Pepper, Coca-Cola, GTE, True Value and Ford dealers. As with the television side, John Hare, station vice president and general manager, reported sales compared to a year ago at 30% ahead.

Home Sports Entertainment (HSE), a division of the Houston Sports Association, signed a new "multiyear" pact (two years with a two-year option) for the Rangers pay cable rights. HSE will air 60 home games this season, carried on 121 systems across a five-state area—mostly Texas—to a subscriber universe of 225,000.

Baltimore Orioles

After eight seasons on WFBR(AM), the Baltimore Orioles will have a new radio outlet this year. WCBM(AM) Baltimore starts a three-year rights contract to broadcast all 162 regular-season games and 15-17 preseason contests. An 84-station network will be among the largest in the country. Miller Beer, Loyola Federal bank, Chevrolet, Sherwin Williams paints, local RCA dealers, Firestone, Amoco gasoline and Ridge Lumber are major sponsors. Jack Wiers, announcer for the Hawaiian Islanders, the AA farm club in Honolulu, has been hired by WCBM to join Jon Miller, veteran Oriole announcer from WFBR, in the broadcast booth. Home night broadcasts from Memorial stadium will begin at 6 p.m. with a pregame show hosted by the station's Phil Wood. According to WCBM's Jack Paras, the station "will be promoting heavily, to the tune of half a million dollars in the Baltimore market.... We're excited and we think it's a wonderful property."

Group W's Washington-based regional sports network, Home Team Sports, again will present 90 Orioles pay-cable games, including five preseason. Among expected sponsors for this year will be Stroh's beer, Giant Food and Subaru. Returning announcers are Mel Procter and former Orioles outfielder, John Lowenstein. HTS's Tom Davis will handle the pre-game and post-game shows and Rex Barney will host a Major League Baseball week in review and *Orioles Report: The Pennant Chase.* As in years past, Larry King, the Washington-based talk show host for Mutual Radio and the Cable News Network, and Jim Palmer, former Oriole pitcher and color commentator for ABC Sports, will make occasional appearances for HTS. The Home Team Sports slogan is: "You'll see the home games at home," referring to the fact that 65 of the 90 games it will cablecast will be from Baltimore.

Chuck Thompson and hall-of-fame Oriole third baseman, Brooks Robinson, return to announce five pre-season and 40-regular season Oriole games for WMAR-TV. The Orioles TV network will include 10 stations this year. Major advertisers sold so far are Anheuser-Busch, Nissan, C&P Yellow Pages, Jerry's Chevrolet, Mr. Tire, the Mid-Atlantic Milk Marketing Association, Preferred Health Network and Jiffy Lube.

Boston Red Sox

WSBK-TV Boston now counts a Florida station, WAYK(TV) Melbourne, among the members of its network for Boston Red Sox games. The Boston independent is in the second year of a five-year agreement with the team. Additionally, most of the affiliated stations will carry a higher percentage of the three pre-season, one exhibition and 75 regular season games that WSBK-TV feeds, said Stewart Tauber, the station's assistant general manager. Major advertisers include Anheuser-Busch, Delta and Midas Muffler.

The team's league championship performance last year substantially increased interest among cable subscribers, said John Claiborne, vice president and general manager of the New England Sports Network, which is 48% owned by the team (its other owners are the Boston Bruins hockey team and Storer Communications, owner of WSBK-TV). NESN, which is offered only as a pay service, currently has 172,258 subscribers, almost double that of the previous year. The service, which rebroadcast some of the games later at night and the following morning, will carry 85 regular season and 10 preseason games, up from 83 and seven, respectively, last year. The total number of games will reach 100 in the next few years, Claiborne said, with the addiditional games coming from WSBK-TV's schedule. Sponsor's for the cablecasts are Anheuser-Busch, Polaroid, Nissan and Chevrolet. Claiborne said he expects all commercial availabilities—about 30 per game—to be sold by the beginning of the season.

WPLM-AM-FM Plymouth, Mass., will continue to originate the games to a network of 75 radio stations, up 11 from last year. The station's president and general manager, John Campbell, said the broadcasts were "pretty much sold out." Advertisers include Budweiser, American Motors Corp. and Chrysler.

◆

Cleveland Indians

Along with 60 regular-season Cleveland Indian games to be broadcast on WUAB(TV) this season (the same number as last year), four preseason telecasts will be added to the schedule. After establishing a two-station Indians TV network last season, WUAB will have four stations on line this year. Jack Corrigan, color analyst, returns with a play-by-play partner yet to be announced. Advertisers include Anheuser-Busch and Community Mutual Insurance. Sales are up, according to Bill Scafidde, WUAB general sales manager: "We've had more interest in the Cleveland Indians this year than we've ever had."

All regular-season games and 32 preseason contests will appear on WWWE(AM), which feeds a 33-station network. Herb Score and Steve Lamar return to announce the games.

◆

Detroit Tigers

WDIV(TV) Detroit is in the fourth year of a five-year agreement with the Tigers and will carry 45 regular season and five exhibition games. The telecasts, which, according to station spokeswoman, Eileen Wunderlich, last year had the highest viewing of any major baseball telecasts—Arbitron measured them at a 20 rating/40 share from May through July—will be distributed to five affiliates. Major advertising sponsors include Miller Brewing, Metro Detroit Ford dealers, McDonald's, Blue Cross, Michigan State Lottery, Kroger, Pepsi Cola, Taco Bell, New York Carpet World, Highland Appliance, Kentucky Fried Chicken, Michigan Bell, Ameritech Yellow Pages and Coca-Cola. The station is selling about 85% of its 50 spots per game on sponsorship basis.

WJR(AM), which originates the team's radio broadcasts, is doing well in its sales of advertising time, said Maureen Hathaway, general sales manager. The largest sponsors are several divisions of Ford Motor Co., followed by Marathon Oil, Anheuser-Busch, Maxicare and Comerica.

Subscribers to Pro Am Sports Systems cable service jumped by roughly 60%, to 160,000, since last season, said William J. Wischman, executive vice president and general manager. Half of those subscribers are on an extended basic tier—for systems more than 150 miles away—while the others are pay. Advertisers for the two preseason and 80 regular season games include Ford, Highland Appliance, Stroh Brewery, the *Detroit Free Press* and *Detroit News* and Builders Square, a subsidiary of K Mart.

◆

Milwaukee Brewers

WVTV(TV) Milwaukee has increased to nine the number of stations carrying its broadcasts of Milwaukee Brewers games. The independent station, which has one more season after the upcoming one in its agreement with the team, will carry 60 regular and eight preseason games, said WVTV general manager, Hal Protter. Major sponsors include Miller Brewing and True Value Hardware Stores.

The Brewers organization sells advertising time for the radio broadcasts and has so far lined up Pabst Beer, Amoco Oil, Pepsi Cola, Farmer's Insurance, AT&T, Wisconsin Bell and State Farm Insurance. The games, which are distributed to 47 other radio markets via the network fed by WTMJ(AM) Milwaukee, are "not sold out yet but are well along the way," said Bill Haig, vice president of broadcast operations for the Brewers.

◆

New York Yankees

WPIX(TV) is entering its 37th consecutive year of New York Yankees baseball telecasts and the first year of a new four-year rights deal. However, the Yankees are faced with a television/cable dilemma. The team's agreement with WPIX(TV) calls for the airing of 75 games in 1987—down from 100 last year—and SportsChannel, which is entering the sixth year of a 15-year, pay-cable rights deal, is claiming 100 games for the upcoming season—up from 40 games last year. The total for both outlets surpasses the 162 regular-season game schedule.

The Yankees filed suit against SportsChannel in the State Supreme Court in Bronx county saying-the team had a verbal agreement from the cable service for it to go to a 75-game broadcast schedule this season. But SportsChannel claims an arrangement was made two years ago for the cable service to cover 100 games beginning with the 1987 season. The court issued a temporary restraining order preventing SportsChannel from proceeding with its plans for a 100-game slate. The pay service appealed to the New York appellate court, which lifted the injunction. WPIX filed a friend of the court brief on behalf of the Yankees in the case.

Among the major advertisers on WPIX(TV) for the 1987 season are: Anheuser-Busch, Dodge, Toyota, Burger King and Nynex. Returning to the broadcast booth are announcers Bill White and Phil Rizzuto; former major league pitcher Jim Kaat will not be back this year. WPIX, a superstation, will also serve as the originating station for a regional network of 12 outlets.

For SportsChannel, major sponsors include: Anheuser-Busch, Toyota, Dodge, Nynex and Canon cameras. The channel serves 75 systems and approximately 800,000 subscribers in three states.

For radio, Jim Haviland, vice president and general manager of WABC(AM), said the station recently reached a "multiyear" rights agreement with the Yankess making it the "largest radio rights package in the history of baseball." The contract, which reportedly runs for five years, is believed to be costing WABC some $5 million per year.

In 1986, the Yankees held the radio rights while Adler Communications, Hackensack, N.J., produced the games and sold the in-game sponsorships. WABC for the past six years was the originating station for the Yankee broadcasts and sold the "out-of-game" inventory.

Major radio sponsors for the baseball 1987 season include: Anheuser-Busch beers, Channel Home Centers, the New York *Daily News*, the New York State Lottery, Monroe shock absorbers and the Marine Midland Bank. Haviland said that the station has already met about 80% of its sales budget for opening day.

The station has also hired two new announcers: Hank Greenwald, former San Francisco Giants announcer, for play-by-play; and Tommy Hutton, former Montreal Expos announcer, for color. Not returning to the radio side this year are announcers Spencer Ross, John Gordon and Bobby Mercer—the last a former Yankee outfielder. Pending the outcome of the Yankees/SportsChannel dispute, White and Rizzuto may also do some radio broadcasts, said Haviland. WABC, which plans to have a regional network of at least 45 stations, will air 19 preseason contests and all regular-season games.

◆

Toronto Blue Jays

Telemedia Broadcast Services, Toronto, holder of Blue Jay radio rights since the team was established, will broadcast the 162 regular-season and nine preseason games. Its network of about 50 stations will orginate from CJCL(AM) Toronto. Major advertisers are: Labatts Breweries, (45% owner of the Blue Jays), Petro-Canada, General Motors, Bank of Nova Scotia, Zenith, Goodyear, Coca-Cola, McDonald's and Nissan. CJCL traditionally runs three contest promotions during its broadcasts: "Beat the Pro," a trivia game; "Miracle Hit and Win Inning" and "Home Run Inning" for a color TV set. During the last half of the season listeners predict the finishing order in the American League East in the "Final Standings Contest," with winners receiving a trip to next year's spring training.

Labatts Breweries sells the Blue Jays television rights on a game-by-game basis to CTV, the Toronto-based Canadian network of 21 stations. CTV will broadcast 35 games, all in the regular season. Among sponsors for the broadcasts will be Labatts, Canadian Imperial Bank of Commerce, Chrysler, Honda, American Motors, Mazda, Michelin, Goodyear, Standard Auto Glass and Imperial Oil. Announcers will be Don Chevrier, Fergie Oolver and Tony Kubek, who also announces weekly baseball games for NBC Sports.

About 40 Blue Jays games will appear on The Sports Network, a Toronto-based pay-cable service that also cablecasts Montreal Expo games. Four preseason contests will also be presented. Buck Martinez, former Blue Jay catcher, joins The Sports Channel as color announcer, with CTV's Oolver returning to do play-by-play. Advertisers include Labatts, General Motors, Speedy Muffler and Petro-Canada.

Atlanta Braves

Ted Turner's Atlanta Braves will be seen during the upcoming season on superstation WTBS(TV) Atlanta. WTBS will broadcast 150 regular-season games and five preseason games, said WTBS's Jim Trahey. Last year's coverage was disrupted by WTBS's broadcast of the Goodwill Games from Moscow, and this year there may be some conflict with the basketball games of the Turner-owned Atlanta Hawks. Major sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Canon and True Value hardware stores.

WSB(AM) Atlanta will again be the originating station for the Braves radio network, said Braves promotion manager Miles McReay. The network of over 100 stations will carry all 162 regular season games in addition to 20 preseason games. McReay said there would be an increase in the Braves' promotional drive this year to inaugurate their new uniforms. Caps, helmets and uniforms will be given away to promote the "new look." Major radio sponsors include Anheuser-Busch, Coca-Cola, Delta Airlines, Amoco and Goody's headache powders.

◆

Cinncinati Reds

Reds baseball again appears on WLWT(TV) Cincinnati. The station will cover 42 away games and possibly five more home games. WLWT is the originating station for a network of 20 stations begun in the early '50's. Joining the veteran play-by-play team of Marty Brennaman and Joe Nuxhall will be former Reds catcher Johnny Bench, who will handle the color commentary. In addition to covering the games, Bench will be starring in ***The Pete and Johnny Show***, a half-hour, pre-game interview show with Reds manager Pete Rose. Major sponsors for the network are Anheuser-Busch, Krogers food stores, Ford, Toyota and Long John Silver restaurants, with the bulk of the remaining sponsorship handled by the individual stations.

The Reds retain radio rights and WLW(AM) Cincinnati will again be the lead station for a regional network of, at present, 70 stations, but the number was expected to rise to over 100 stations. Nuxhall and Brennaman will also handle the radio chores, but the WLW sports director, Andy MacWilliams, will do radio when the others are on TV. Major sponsors include Anheuser-Busch.

The Reds had a contract to carry the games over Cincinnati's addressable cable system on a pay-per-view basis last year. That contract has been canceled, and no direct cable coverage is planned.

◆

Houston Astros

KTRH(AM) has put together a package of all 162 regular season and 26 preseason contests. A regional network of 40-45 stations is being assembled and may be even larger by the time the 1987 season kicks off, according to a station spokesperson. He termed sales activity "fairly good" and expressed the hope that all availabilities will be taken by game time. Major radio sponsors are Anheuser-Busch, Gulf Oil and Coca-Cola. The station has enlarged its pre-game program from 10 to 25 minutes, more than doubling its inventory of commercial time.

The Astros' solid performance last year has improved the advertising outlook at KTXH(TV), according to Vince Barresi, vice president and general manager. The station will carry seven preseason and 72 regular season games and has arranged a regional network of 15 stations that is "likely to go higher," an official said. Julio Bermudez, national sales manager, said leading advertisers are Anheuser-Busch, American Airlines, Kroger, Goody's headache powder and Coca-Cola. The station is in the second year of a long-term contract.

Pay cable is in its fifth year in Houston. Home Sports Entertainment has arranged a schedule of 73 Astros games, available to 235,000 subscribers on about 130 systems. Jack Stanfield, program manager of Home Sports Entertainment, said advertising sales were brisk with major accounts including Coca-Cola, Anheuser-Busch, Mazda, Texaco, Pizza Inn, What-A-Burger, Eastern Airlines and Reebok International (shoes).

◆

Los Angeles Dodgers

The broadcast rights for Dodger games will increase from $4.6 million to $5 million this year during the final year of a three-year agreement with KTTV(TV), KABC(AM) and Dodgervision, the pay-per-view cable service. The Dodgers "sell, package and produce" each of the games. The club and stations sell time for pre- and post-game shows but the Dodgers get the national sponsorships during the game.

KTTV will offer 46 home games and four preseason contests. Dodger games will return to KDTU-TV Tucson, Ariz., and KNXV-TV Phoenix on a one-year basis. The stations have carried the team in previous years, according to Merritt Wiley, vice president of marketing for the Dodgers.

Dodgervision will enter its third year with a 120% increase in subscribers, according to Walter Kalb, executive in charge of the Fox-owned Dodgervision. With 47 cable systems in southern California and Nevada that pass 1.2 million homes, the subscriber count averages about 16,100 per game, or about 65,000 viewers, he said. The service will offer a package of 25 home games to subscribers for $79.95 or $5.95 per game on a pay-per-view basis. To mark Dodger Stadium's 25th anniversary, the service will launch an elaborate promotion campaign that includes two tickets, a poster, a specially minted 25th anniversary pin and "diamond dust," dirt taken from the infield of the stadium.

Major national sponsors this year are Unocal, Miller Brewing, Nissan, Farmer John and Coca-Cola, according to Wiley. The Dodgers have appeared on KTTV since 1958, the team's first year in Los Angeles, and KABC radio since 1974.

◆

San Diego Padres

The 1987 season will represent a big change in broadcast rights for San Diego Padres games. Instead of selling the broadcast rights to an individual television or radio outlet, the Padres this year have purchased time on independent KUSI-TV and KFMB(AM) San Diego and will control most of the inventory in the 51 games on television, and the 187 games on radio. Last year the games were broadcast on NBC-affiliate KCST(TV) and KFMB(AM). Spanish-language XEXX(AM) Tijuana, Mexico, will continue to carry the games, retaining broadcast rights.

Last season the Padres tested the new rights strategy by taking radio rights in-house. It was partially based on the success of that move that the club took the television in-house as well.

"There were several reasons we did it," said Jim Winters, director of broadcasting for the Padres. "Now we will be able to control our destiny. If we want to add a couple of promotional spots for ticket sales, we can to that." Winters also mentioned the overall health of advertising in the market as a reason for getting into the new arrangement.

Broadcasting on an independent, as opposed to an affiliate, will also give the team the opportunity to do pre- and post-game shows.

Winters, who was with the New York Mets for four years, and later the Cincinnati Reds for 12 years, said that his in-house sales team consists of three sales people. Controlling inventory on television and radio will allow the Padres sales team to package sales of television and radio along with billboards and advertisements in the program that is available at the ball park.

KUSI-TV and KFMB(AM) each get adjacencies to the club's advertising, which the stations can use for promotion.

Winters said that sales of time in the games on both radio and television are going well so far. Major sponsors for television are Mitsubishi and Union 76. For radio, sponsors signed so far include Chevron, Coca-Cola, Home Federal Savings & Loan, Farmer's Insurance, Jack in the Box and Mad Jack's.

Cable coverage of the Padres will once again be handled by Cox Cable, which charges $140 for 41 games. Cox reaches 425,000 homes in the San Diego area.

◆

San Francisco Giants

KTVU(TV) Oakland enters the fourth year of a five-year contract with the San Francisco Giants, for the coverage of 38 regular-season games. A deal on preseason games has yet to be worked out, according to Caroline Class, the station's program manager.

Class said that KTVU's Giant coverage will be augmented by three half-hour specials—two produced in the Giants training camp in Phoenix before the season begins, for broadcast before the season, and one produced during the regular season, for broadcast during the season.

In addition, the station is producing a series of *Giants Minutes* that will be broadcast throughout the season.

KTVU is coming off a year of higher-than expected "double-digit ratings," according to Miller, and in line with that, sales are going well. Major sponsors include Northern California Toyota Dealers, Pacific Bell and Jack in the Box.

KNBR(AM) San Francisco, the radio coverage originator, is also entering the fourth year of a five-year contract. Jay Barrington, sales coordinator for sports, said that sales so far "could be better," but that some of the major sponsors on board are Anheuser-Busch, Chevron, Renault-Jeep, Farmers Insurance, Grossman's hardware and Taco Bell. KNBR will broadcast 162 regular-season games, and 13 preseason games. Spanish radio coverage of the Giants this year will be on KIQI(AM) San Francisco, with 32 affiliates.

Under the title of "GiantVision," a package of 36 regular-season and one preseason game, will sell for $144 to cable viewers. Subscribers will also get 18 key National League games with the package. In addressable homes, the games will sell for $5.95-$6.95 per game. Corey Busch, executive vice president of the team, said that of the 100 cable systems in northern California, the Giants will reach half. Nine addressable systems will also be reached.

◆

Chicago Cubs

WGN-TV Chicago will telecast 150 Cubs games this season, including four exhibition games on a regional network of 13 stations. John Fendley, sports sales director, said that advertising sales are going "very well" this year. As of last week, revenues were running about 20% ahead of last year. About 70% of the inventory has been sold, Fendley said, adding that the games are "never" sold out before the season. "If we do sell out, we're priced too cheap," he said. Among the advertisers already signed: Anheuser-Busch, True Value Hardware, Union Oil, Pepsi-Cola, United Airlines, Chicagoland Buick Dealer Association, *Chicago Tribune*, Yellow Pages and the Illinois State Lottery.

On the radio side, WGN(AM) will broadcast 162 regular-season games and 10 exhibition games this year. The team has arranged a regional network of 67 stations (all primarily in the Midwest) to carry the Cubs, said Wayne Vriesman, vice president and general manager of WGN(AM). Major sponsors this year include Heileman Brewing, True Value Hardware, Chevrolet dealers, Marathon Oil and Talman-Home Savings and Loan. Vriesman said that there will be a few changes in the announcers' booth this year. While Dwayne Staats will continue to do the play-by-play, former Cubs manager Jim Frey will be the new primary color man. Remaining in the booth for home games will be Hall of Famer Lou Boudreau.

Radio rights on CBS

The CBS Radio Network is entering the third year of a five-year, $32-million rights deal for Major League Baseball's *Game of the Week* broadcasts. And for the first time, CBS will air games for all 26 weeks of the regular season, due to "strong" advertiser and affiliate interest, said Steve Youlios, vice president/sales for the CBS Radio Networks. (It had previously offered a 20-week regular season schedule.) The weekly broadcast schedule contains two games (one day and one night) every Saturday beginning with the Toronto Blue Jays at the Boston Red Sox and the Montreal Expos and the Houston Astros on April 11.

In addition to airing weekly contests, the exclusive CBS rights package includes the annual All-Star game, league championships and World Series. CBS may also air several midweek contests toward the end of the season depending on the pennant races.

Youlios said CBS offers two sales packages: the summer series, which is the full 26-week schedule, and the All-Star game, league championships and the World Series. Among the major advertisers for both packages are: Honda, Buick, True Value hardware stores and Anheuser-Busch, all of which were sponsors last season. Also, Tinactin will once again sponsor a 30-second, in-game feature during the regular season.

New advertisers include the Gates Rubber Co. for automotive parts and Fuji, both of which will also be sponsoring in-game features. CBS Radio's baseball sponsorships, which also include "off-air" in addition to any "on-air" merchandising/promotional campaigns, can range from $75,000 to about $1 million.

Returning announcers for CBS Radio's baseball coverage are: Brent Musburger, Johnny Bench, Bill White, Jerry Coleman, John Rooney, Dick Stockton and Howard David. New to the CBS baseball announcing staff this year are: Jim Hunter, who is the new anchor for CBS's *Sports Central USA* weekend reports, Steve Busby, Tom Cheek and Gene Elston. The announcers will be paired on a rotating basis and share both play-by-play and color duties. As an added attraction, local team announcers will join the CBS crew during the fifth inning of each game, coined the "home town" inning, which will be exclusively sponsored by True Value.

Youlios said he expects the *Game of the Week* broadcasts to clear about 250 stations.

◆

Montreal Expos

Labatts beer holds the TV rights and controls the cable rights for Montreal Expos baseball this season. Labatts was reported to have paid a little less than $30 million for its five-year contract. The French-language rights have been re-sold to the Canadian Broadcast Corp., which will carry the games over a network of about 20 stations, with about 10 in Quebec and the remainder outside the province. The coverage schedule is not yet defined, said Pierre Gauvreau, group vice president for the Expos, but the French network is hoping to broadcast 35 games. Claude Raymond will handle color commentary and Raymond LeBrun will do play-by-play.

English language rights will either be sold to the CBC English Network or a new network of independent TV's in the process of being formed by Global Television Network in Ontario, said Gauvreau. The lead station for the new network may be CFCF-TV Montreal. Regardless, play-by-play will be handled by Dave Van Horn and color commentary by Ken Singleton. Major sponsors for both networks include: Coca-Cola, Chrysler, Provigo, a provincial food store chain and Ultramar. There will be 20 sponsors in all.

Cable coverage will again be handled by TSN Canada which will show 30 regular season away games, six home games and four preseason games, all in English. Play-by-play will by done by Gordon Craig and Ken Singleton will also be doing the color commentary for TSN as well as the English-language broadcasts.

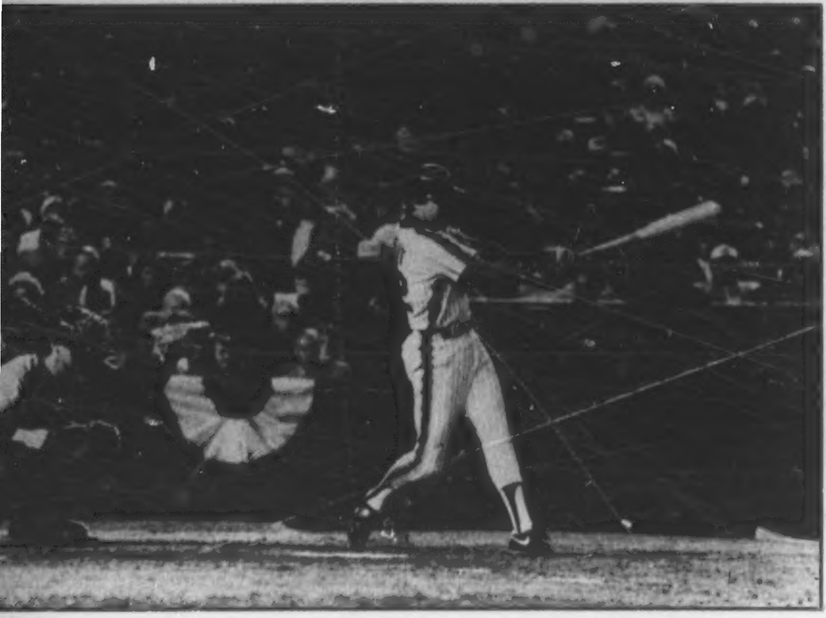
Radio coverage is again split into French and English broadcasts. CKBC(AM) Bathhurst, New Brunswick, is the lead station for an English radio network of 42 stations, mainly in Quebec. Dave Van Horn will also handle play-by-play for radio and Jim Fanning will do the color commentary. In addition to the regular-season games, the network will also carry six preseason games. French-language broadcasts will be done by CFCF(AM) Montreal and carried by a network of about 30 stations, two in Quebec and the remainder outside. Jacques Doucet will be the play-by-play announcer and Roger Broulette will handle color.

Guavreau said business had been very brisk due to excitement over the new roof on the Montreal stadium, and ticket sales have been very high. A formal promotion will begin in the next week.

◆

New York Mets

WOR-TV New York will begin its 26th consecutive year as the originator of New York Mets television broadcasts, a rights partnership arrangement the station has had the team's since its inception in 1962. The station is entering the first year of a new five-year deal and plans to air seven pre-season contests and 75 regular-season home and away games as well



s one exhibition game against the Boston ed Sox.

"Pricing is up substantially over last year," aid Peter Leone, vice president and general anager of WOR(TV). The Mets won the 1986 Vorld Series. Among the major television adertisers for 1987 are: Anheuser-Busch, Nisan, Manufacturers Hanover Trust, Oldsmoile dealers and Bell Atlantic. Leone said WOR, superstation, will serve as the originating staon for a regional network of 10 to 12 stations.

On the radio side, country-formatted HN(AM) New York, is beginning the second ear of a five-year broadcast rights pact. It has revenue-sharing arrangement with the Mets.

Major sponsors include: Anheuser-Busch, hrysler-Plymouth, Amoco, the *Daily News*, enjamin Moore Paints, Samsung Electronics nd the New York State Lottery. According to ick Dames, station vice president and generl manager, rates are 40% higher this season han last year. A package of 175 sixty-second pots (one per game) are reported to be sellg at $200,000.

The 1987 season will also feature expanded re -and post-game programing. Both the re- and post-game shows will be lengthened rom 15 minutes to 90 minutes, which will open p more baseball inventory. "This will give maller clients an opportunity to be involved vith the Mets," said Dames. WHN Sports Director Howie Rose will handle the Mets pre- and ost-game programs with Mets radio anouncers Bob Murphy and Gary Thorne hanling the broadcast 15 minutes before and 15 ninutes after each game.

WHN, which airs 13 preseason and all 162 egular-season contests, will serve as the riginating outlet for a regional network of ome 42 stations.

SportsChannel is entering the sixth year of a 0-year deal for the team's pay-cable rights nd will air 75 home and away games—up rom 60 last season. Major advertisers on cale include: Anheuser-Busch, Toyota, Buick, Nynex, Texaco and Met Life. SportsChannel is carried on some 75 systems across a three-state area and has a subscriber universe of nearly 800,000.

◆

Philadelphia Phillies

It's pretty much status quo as far as the rights holders of Phillies games are concerned. Both WCAU(AM) and WTAF-TV Philadelphia are in the middle of long-term pacts that do not expire until 1992, while cable rights holder Prism is working its way toward the end of a long-term deal that expires at the end of the 1989 season. Taft sold its 40%-plus interest in the Phillies to the other co-owners of the team, led by general partner William Giles, in January. The broadcast and entertainment company has also sold, subject to FCC approval, Phillies TV rights holder WTAF-TV and its other independent stations to TVX Corp. The station will carry 90 games this season, as it did last year.

WCAU(AM) Philadelphia will again carry the full slate of Phillies home and away games plus eight preseason games. The radio station will run a big promotion counting down to Mike Schmidt's 500th home run, expected this season, called the "Schmitty 500."

Prism, the regional pay service in Bala Cynwyd, Pa., will carry 38 home games and seven away games. The network now claims 375,000 subscribers.

◆

Pittsburgh Pirates

The Pirates are celebrating their centennial in 1987, which should give the three Pittsburgh rights holders lots of promotional grist. KDKA-TV Pittsburgh as extended its rights pact beyond 1987 and this year will broadcast 43 games, including two preseason, three home and 38 away games. Pirates sponsors on TV this year include Anheuser-Busch, Giant Eagle, Equibank, Pittsburgh Chevrolet Dealers and Bell of Pennsylvania Yellow Pages. The station expects that Pirate ad sales to be up 20% over last year, boosted in part by the broadcast of three additional games.

KDKA(AM) Pittsburgh is in the final year of a three-year rights contract and will broadcast the full slate of Pirates regular and preseason games. Returning sponsors include Budweiser, Giant Eagle and the Pennsylvania Dairy Promotion Board.

Tele-Communications Inc. signed a new five-year cable rights pact with the club, the first three of which are firm and the second two contingent on the Major League Baseball agreement with the networks, scheduled for renewal after the 1989 season. The TCI service, known as Pirates on Cable, will televise 60 games this year, an increase of 10 games over 1986, the service's first year of operation. It is packaged within a program tier on the TCI system that includes WTBS(TV) Atlanta, WOR-TV New York and other satellite services. The system now has about 350,000 subscribers, although the Pirates channel is offered to other systems which reach another 250,000 subscribers in western Pennsylvania, Ohio and West Virginia. Sponsors of Pirates on Cable include Anheuser-Busch, and TCI is working to sign up others.

◆

St. Louis Cardinals

Robert Hyland, regional vice president of CBS Radio and general manager of KMOX(AM), reports the St. Louis station will broadcast 162 games and some exhibition contests this year. The games will also be carried on a regional network of about 115 stations.

Hyland said sales have been proceeding "very well." Among the major sponsors he listed were Chevrolet, Anheuser-Busch, Amoco, True Value Hardware, Carrier Corp. and Car Quest. Hyland believes the baseball schedule will be sold out by the start of the season.

Television coverage of the Cardinals will be provided by KSDK(TV) which will move into its 25th year of telecasting Cards games. Bill Bolster, vice president and general manager, said sales are proceeding at a moderate pace. Major sponsors include Budweiser, Toyota, Taco Bell and Commerce Bank. The station has the rights to 50 games but so far has scheduled only 44. Games will be fed to a network of about 17 stations.

Cencom Cable Associates will handle pay TV coverage of 50 Cards home games. Scott Widham, general manager, reported that cable systems with about 200,000 subscribers have signed for the coverage. They include Cencom's own systems plus those of Continental Cable, American Cable and United Video. Among advertisers signed for the Cards cable coverage are Kroger, Nissan and Anheuser-Busch. Widham said Cencom is spending about $250,000 this year to promote the coverage.

Country music returning to its roots

Country Radio Seminar hears speakers describe future direction of the music and the role broadcasters will play

Mandrell

Country music is abandoning the "cross over" to popular forms of recent years and is crossing back to tradition, making it sound more like the country radio of yesteryear. That was the message conveyed to the 800 radio and music industry executives who descended upon the Opryland hotel in Nashville, Feb. 19-21, for the 18th annual Country Radio Seminar, sponsored by Country Radio Broadcasters.

"Maybe, just maybe, we are on the threshold of yet another changing of the guard in the country music industry," said Mike Oatman, president of Country Radio Broadcasters and chief executive officer of Great Empire Broadcasting, Wichita, Kan., in opening remarks on Friday (Feb. 20) morning.

"There are more new artists [in the business today] than I have seen in the 30 years I have been involved in the industry," Oatman said. And, said Oatman, new country music artists are borrowing from the "roots of their forefathers" in creating a traditional, yet eclectic sound.

Oatman's remarks were underscored by George Burns, president of Burns Media, Studio City, Calif., the following morning when he addressed the future of country music in relation to today's direction. "The trend is back to 'country insight' [a humanistic approach to song lyrics]," Burns said.

NBC overcomes ABC's 'Amerika'

ABC's *Amerika* pulled in an average 19.0 rating and a 29 share overall for the mini-series' 14½ hours, but it was not enough to win the week from NBC. *Amerika* helped boost ABC's rating for the week to a 16.4/25, a season high for the network, but NBC won the week with an 18.2/28. CBS edged ABC for second, scoring a 16.6/25.

The final installment of *Amerika*, which aired on Sunday of week 22, pulled in a 19.6/30. That was lower than the numbers for either part one, which aired on Sunday during week 21 (24.7/38), or part two, week 22's Monday-night episode, which pulled in a (20.9/31).

Amerika suffered most of its ratings fall-off's early in the series, falling from 24.7/38 for part one to part three's 17.7/26. The fourth episode, which ran on Wednesday, Feb. 18, picked up one-tenth of a rating point and two share points over Tuesday's broadcast. But the trend downward kept pushing the numbers lower, bottoming out with episode six's (Friday) 15.4/24.

As might be expected with a mini-series, the concluding episode pulled in a larger audience than the middle episodes. *Amerika*'s numbers shot back up to a 19.6/30 for part seven, a gain of 4.2/7 over episode six's 15.4/23.

ABC took Monday night with a 19.8/28.5, the night of *Amerika*'s second part, but the network lost Tuesday night to CBS's broadcast of the *Miss USA Beauty Pageant*, which pulled in a 22.7/34.

NBC aired "Police Academy" on Monday night. The theatrical pulled in an 18.2/27 and ranked 21st for the week (see chart below).

ABC held onto Wednesday night with a 17.9/27.8, over NBC's 16.7/25.6 and CBS's 15.1/23.2.

CBS's regular lineup on Friday, *Scarecrow and Mrs. King*, *Dallas* and *Falcon Crest*, gave the network the evening with a 17.2/27.4. ABC's average was 15.7/25. NBC came away with a 14.6/23.1. The network's *Miami Vice* special, which aired at 10-11 p.m., pulled a 15.7/25, a drop from the series' 16.4/25 at 9-10 p.m.

But the finale of the mini-series failed to win the night. CBS began the night with *60 Minutes*, followed by a special *Murder, She Wrote*, which ran from 8 to 9:30 p.m., and then *Designing Women* from 9:30 to 10 p.m. and *Hard Copy* from 10 to 11 p.m. NBC aired "Flashdance" as its Sunday movie and pulled in a 17.0/26 from 9 to 11 p.m., but only averaged a 15.3/22.9 for the night.

In other events, CBS won the evening news ratings with a 13.0/23 over NBC's 12.7/22 and ABC's 10.7/18. Last year the numbers were CBS 13.3/23, NBC 13.2/23 and ABC 12.7/22.

The HUT level (homes using television) was 65.5% for week 22, up from last year's 64.7% and up from week 21's 64.2%.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.6/54
2.	Family Ties	NBC	32.4/46
3.	Night Court	NBC	25.0/36
4.	Murder, She Wrote	NBC	24.9/35
5.	Golden Girls	NBC	24.5/41
6.	60 Minutes	CBS	22.8/35
7.	Miss USA Pageant	CBS	22.7/34
8.	Who's the Boss?	ABC	21.8/32
9.	Amerika, pt. 2	ABC	20.9/31
10.	L.A. Law	NBC	20.7/32
11.	Matlock	NBC	20.6/30
12.	Kate & Allie	CBS	19.7/27
13.	Amerika, pt. 7	ABC	19.6/30
13.	Cheers Special	NBC	19.6/28
13.	227	NBC	19.6/34
16.	Dallas	CBS	19.5/30
16.	Amen	NBC	19.5/33
18.	Head of the Class	ABC	18.9/28
19.	Highway to Heaven	NBC	18.6/28
20.	My Sister Sam	CBS	18.3/25
21.	Monday Night Movies	NBC	18.2/27
21.	ALF	NBC	18.2/25
23.	Newhart	CBS	18.0/25
24.	Amerika, pt. 4	ABC	17.8/28
25.	Amerika, pt. 3	ABC	17.7/26
26.	Facts of Life	NBC	17.6/31
27.	MacGyver	ABC	17.5/24
28.	Perfect Strangers	ABC	17.4/27
28.	Falcon Crest	CBS	17.4/28
28.	Designing Women	CBS	17.4/25
31.	Sunday Night Movie	NBC	17.0/26
32.	Knots Landing	CBS	16.9/26
33.	Mr. Belvedere	ABC	16.6/27
[illegible]4.	Disney Sunday Movie	ABC	16.5/24
35.	Miami Vice	NBC	16.4/25
36.	Amazing Stories	NBC	16.3/23
37.	Webster	ABC	16.1/27
38.	Equalizer	CBS	15.8/26
39.	Hunter	NBC	15.7/29
39.	Miami Vice Special	NBC	15.7/25
41.	Amerika, pt. 5	ABC	15.6/23
42.	Remington Steele	NBC	15.5/23
42.	Tortellis	NBC	15.5/23
44.	Amerika, pt. 6	ABC	15.4/24
45.	Cagney & Lacey	CBS	15.3/23
46.	Cavanaughs	CBS	15.0/21
46.	Candid Camera Special	CBS	15.0/22
48.	Magnum P.I.	CBS	14.8/22
49.	Scarecrow & Mrs. King	CBS	14.6/24
50.	Valerie	NBC	14.3/20
51.	Hard Copy	CBS	14.1/23
52.	St. Elsewhere	NBC	13.8/23
53.	Our House	NBC	13.7/21
54.	Simon & Simon	CBS	13.6/20
55.	Easy Street	NBC	12.4/18
56.	Saturday Movie	CBS	12.0/21
57.	Stingray	NBC	11.6/19
58.	Ohara	ABC	11.5/19
59.	Spenser: For Hire	ABC	11.4/21
60.	Sledge Hammer	ABC	10.6/18
60.	Sidekicks	ABC	10.6/18
62.	Twilight Zone Special	CBS	9.5/16
63.	Wizard	CBS	9.4/13
64.	Our World	ABC	8.5/12

*indicates premiere episode

mark the first increase in the number of transmitters, as opposed to power, in more than 20 years.

The request does not include funds for a major project to be built in Israel and shared by RFE/RL and the Voice of America. The $287-million facility—which would include a total of 16 transmitters—would be used to reach the Moslem people of Soviet Central Asia. BIB and VOA will not ask Congress for the money until U.S.-Israel negotiations over the site to be used are completed.

Forbes said the modernization program is essential to an overall project to overcome Soviet jamming. He said the situation, always bad for Radio Liberty, which broadcasts to the Soviet Union, has turned worse since the Soviets stopped jamming the British Broadcasting Corp. last month. Forbes described the Soviets as engaging in a kind of "pincer movement"—taking "a few modest steps to enliven their own media and . . . making selected western broadcasters more accessible," with the aim of drawing listeners away from RFE/RL, and, at the same time, "intensifying their jamming of our signals." □

For the Record

As compiled by BROADCASTING, Feb. 19 through Feb. 25, and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc—Docket. ERP—effective radiated power. HAAT—height above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOC—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific-Atlanta. SH—specified hours. SL—studio location. TL—transmitter location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

Ownership Changes

■ **KABK-FM Augusta, Ark.** (97.7 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Service Communications Inc. to Dixie Broadcasting Inc. for $219,000. Seller is owned by Pete Cole, who has no other broadcast interests. Buyer is owned by Harvey Fritz and his wife, Vivian. It also owns KMOA(AM) Kensett, Ark. and KKDI(AM) Sheridan, Ark. Filed Feb. 19.

■ **KXO-AM-FM El Centro, Calif.** (AM: 1230 khz; 1 kw-D; 250 w-N)—Seeks transfer of control of KXO Inc. from Pamela J. Muzylowski to Gene P. Brister and J. Buckley for $143,555. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed Feb. 13.

■ **KLXV(TV) San Jose, Calif.** (ch. 65; 3,300 kw vis., 330 kw aur.; HAAT: 2,629 ft.)—Seeks assignment of license from Donald B. Thomson to Friendly Bible Church Inc. for $1,725,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Ray K. Foreman and four others. It produces programing for station. Filed Feb. 13.

■ **KFLJ(AM) Walsenburg, Colo.** (1380 khz; 1 kw-D)—Seeks assignment of license from Floyd Jeter to Southern Front Range Broadcasting Inc. for $75,000. Seller has no other broadcast interests. Buyer is owned by Roland Ashmore and five others. It has no other broadcast interests. Filed Feb. 12.

■ **WRGI(FM) Naples, Fla.** (93.5 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from Arkelian Broadcasting Co. to AllCommunications of Naples Inc. for $2.9 million. Seller is owned by Arthur Arkellian, who also owns two AM's and two FM's. Buyer is owned by Allan W. Roberts and family. Filed Feb. 13.

■ **WSYL(AM) Sylvania, Ga.** (1490 khz; 1 kw-D, 250 w-N)—Seeks transfer of control of Faed Enterprises of Ga. from Helen H. Coursey and Donald O. McDougald to Shirley C. MaHaffey for $210,000. Seller has no other broadcast interests. Buyer is stations general manager. Filed Feb. 18.

■ **WMPP(AM) Chicago Heights, Ill.** (1470 khz; 1 kw-D)—Seeks assignment of license from Jana Broadcasting Co. Inc., debtor-in-possession, to Premiere Broadcasting Inc. for $600,000. Seller is owned by Michael Benages. It also owns KQQK(FM) Galveston, Tex. Buyer is owned by Gaylene Domer, Bernardine C. Washington, Daisey Gaines and Zirl S. Smith. It has no other broadcast interests. Filed Feb. 11.

■ **WGBF-AM Evansville, Ind. and WGBF-FM Henderson, Ky.** (AM: 1280 khz; 5 kw-D, 1 kw-N; FM: 103.1 mhz; 3 kw; HAAT: 300 ft.)—Seeks assignment of license from First in Evansville Inc. to Aiken Communications Corp. for $750,000. Seller is owned by William J. Koewler, who has no other broadcast interests. Buyer is owned by Larry Aiken, who has no other broadcast interests. Filed Feb. 13.

■ **WKYO(AM) Caro, Mich.** (1360 khz; 1 kw-U)—Seeks

Summary of broadcasting as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	206	7,636
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Fairwest
(George Johns, Reg Johns, & Bill Yde)
has contracted to acquire
WBGK (FM)
&
WMVP (AM)
Milwaukee, Wisconsin
from
AMOS COMMUNICATIONS, INC.
[illegible]

C1750-1
3/12/87

The Fifth Estate
RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 9

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56th Year 1987

Land mobile vs. UHF: The plot thickens □ Axe falls again at CBS News

Vol. 112 No. 10

Broadcasting ▱ Mar 9

Second thoughts on land-mobile reallocation
Arsenal Holdings wins Viacom sweepstakes
Numbers come down for CBS News cuts

TURNAROUND? □ Broadcasters seem to be making headway in shifting momentum in FCC's land-mobile inquiry. **PAGE 31.**

BUDGET BLUES □ Latest round of CBS News cuts to number 200 staffers and $30 million. **PAGE 33.**

VIACOM WINNER □ Viacom board votes to accept $3.4-billion buyout offer from Arsenal Holdings. **PAGE 34.**

COMPENSATION CURE □ CBS and affiliates resolve compensation problem: increase in commercial inventory in exchange for greater sensitivity to clearances. **PAGE 35.**

TCI DEFEAT □ Supreme Court upholds decision in Jefferson City, Mo.-TCI franchising case. **PAGE 39.**

GOING OVER □ House subcommittee reviews 1988 budget request from U.S. Information Agency. **PAGE 41.**

FUND RETRIEVAL □ Corporation for Public Broadcasting officials hear encouraging words from senators on getting authorization of funds administration seeks to cut. **PAGE 41.**

FAVORITISM □ Senator Pete Wilson (D-Calif.) says State Department has been inattentive to U.S. spectrum needs. **PAGE 40.**

CANADIAN CONTENT □ Canada wants to raise level of Canadian programing on CBC to 90%. **PAGE 43.**

RADIO GAINS □ RTNDA salary survey shows greater increases for radio staffers than for television. **PAGE 50.**

STUDIED APPROACH □ Advertising Research Foundation conference finds attendees on the leading edge of today's dilemmas—people meters, research methodologies, and the like. **PAGE 51.**

ACQUISITION MINDED □ Home Shopping Network continues to shop for broadcast outlets for its programing. **PAGE 55.**

BLAIR BUY □ Sconnix buys eight Blair radio stations for $152 million. **PAGE 56.**

PRODUCTION PURCHASE □ Telstar Corp. buys Golden West Television Productions for $13.5 million. **PAGE 57.**

PEACE PIPE □ First Satellite Broadcasting and Communications Association convention is marked by greater harmony between cable programers and backyard earth station dealers. **PAGE 58.**

NAB COUNTDOWN □ 'Broadcasters Serving Local America' will be theme of 65th NAB convention, set for later this month in Dallas. **PAGE 62.** Engineering conference of convention has been expanded to five days. **PAGE 64.**

VOICE OF CONSCIENCE □ FCC's newest commissioner, Patricia Diaz Dennis, believes the way to best serve the interests of women and minorities is to best serve the interests of all Americans. **PAGE 87.**

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makes clear Parliament's intention that the CBC provide a national broadcasting service that is "predominantly Canadian in content and character."

The CRTC's report envisages a CBC even more of a government-dependent operation than at present. The government provided 80% of CBC's current $881-million budget, and the CRTC called on the CBC to reduce its reliance on advertising as its government support increases "and its funding is approved on a longer-term basis." The report notes that, "as a government-supported broadcasting service competing against private broadcasters for a limited pool of advertising dollars, the CBC is in a privileged position in the marketplace." The CRTC said it expects CBC to adjust its advertising rates—and the context indicates the CRTC expects that adjustment to be upward—"to competitive levels to increase total revenues." And in pursuit of that objective, CRTC said, CBC would be expected "to continue to schedule commercial-free programs."

But CRTC makes clear it is aware that increased government funding may not be easily obtained. It said that, "in light of current financial constraints," CBC is expected to maximize other means of increasing revenues, "provided these means are clearly profitable." The CRTC noted that in 1985-86, miscellaneous revenue accounted for $23 million of the CBC budget. CBC Enterprises, the corporation's marketing and promotional wing, generated half of that amount, largely through the sale of CBC programs to national and international broadcasters, and to the public, on videocassettes.

Besides the long-term objectives and current expectations, the CRTC has imposed

NBC on another winning streak

The prime time ratings for the 23d week of the season went to NBC as the network logged an 18.9 rating and a 29 share. CBS had a 17.1/26 and ABC a 12.9/20. More noteworthy was NBC's Tuesday night win, only the second time this season the network has taken that night. Tuesday's lineup on NBC was *Matlock* (22.0/31), from 8 to 9 p.m., and the theatrical movie, "Places in the Heart" (19.9/30), from 9 to 11:17 p.m. The two broadcasts netted NBC a 20.7/30.2 average for the evening.

NBC's Tuesday win was more impressive because it faced ABC's regular winning lineup, which scored a 15.8/30, and the Grammy Awards on CBS, which pulled in an 18.3/27 and ranked 25th for the week.

The weekly win was NBC's fifth straight and 20th overall for the season. Last year, week 23 also went to NBC, but just by a hair, 0.1 of a rating point. The network had a 17.4/28, against CBS's 17.3/27 and ABC's 13.5/21.

In addition to its traditional Thursday and Saturday wins, NBC won Monday, which the network has taken 10 times during the season. CBS came away with its usual Friday and Sunday wins. (CBS has lost Friday only three times, and those to NBC. Sunday has been taken away from CBS three times by NBC and once by ABC, the latter done with the opening episode of the mini-series, *Amerika*.) That left ABC with only a win on Wednesday.

On Monday, NBC aired *Bob Hope's Tahiti* special from 8 to 9 p.m. and pulled in an 18.9/27. CBS took the first hour of the evening with its lineup of *Kate and Allie* (19.0/27) and *My Sister Sam* (18.4/27). From 9 to 11 p.m., NBC broadcast a new Perry Mason movie, *Perry Mason: The Case of the Lost Love*, which scored a 21.3/33 for the two hours. ABC's Monday movie, *Love Among Thieves*, averaged a 13.2/21 from 9 to 11 p.m., while CBS's lineup of *Newhart* (19.3/28), *Cavanaughs* (15.8/24) and *Cagney and Lacey* (12.6/21), came up with a 15.1/23.5 average for the same two hours.

Wednesday's win by ABC was aided by the *Barbara Walters Special*, which ran from 10 to 11 p.m. and pulled in an 18.7/30, just 0.2 of a rating point over CBS's *Equalizer* (18.5/30), also from 10 to 11 p.m. NBC's *St. Elsewhere* had a 12.5/20 for the same hour. ABC's *Dynasty* (16.9/25 and 34th for the week), from 9 to 10 p.m., lost to CBS's *Magnum, P.I.* (20.6/30 and ranked 13th). *Magnum*'s special guest star in that episode was Frank Sinatra.

On Thursday, special reports by the three networks on the findings of the Tower Commission altered the evening lineups on CBS and NBC. ABC aired its report before prime time, while NBC dropped *Night Court* and moved *L.A. Law* back half an hour to begin at 9:30 p.m. NBC's special news report ran from 10:30 to 11 p.m. CBS's report ran for one hour, from 8 to 9 p.m. and came up with a 7.7/11 average. The move of *L.A. Law* was a good one. The program pulled in a 22.0/34, well above its season average of 17.3/29.

Friday went to CBS, which scored a 16.8/27.1 for the evening, besting NBC's 14.5/23.4 and ABC's 13.6/21.7. ABC's two-hour *Love Boat* special, from 9 to 11 p.m., came up with a 12.5/20.

NBC, with regular lineup, took Saturday with a 20.1/34.4 overall. The CBS movie *Pals* (11.1/19) beat out ABC's movie, "Supergirl," which scored an 8.6/15.

Sunday's win by CBS produced the second-highest evening average for that night this season, 27.3/40.8, topped only by CBS's Sunday of week 18, which scored a 39.1/56.9 with the broadcast of Super Bowl XXI and a *Hard Copy* special. Part one of the mini-series, *I'll Take Manhattan*, scored a 26.4/40 for the two hours from 9 to 11 p.m.

NBC's Sunday movie, from 9 to 11 p.m., was *The Dirty Dozen: Deadly Mission* and it scored an 18.5/28. ABC's three-hour movie, *Casanova*, pulled a 10.3/15.

For the week's evening news race, NBC won with a 13.0/22, edging CBS (12.7/22) and ABC (11.0/19). Last year the news numbers ran CBS 13.4/23, NBC 12.6/22 and ABC 11.6/20.

The HUT level (homes using television) stood at 65.0%, down slightly from week 22's 65.5% and from last year's 63.1%.

Rank □	Show □	Network □	Rating/Share
1.	Cosby Show	NBC	36.9/54
2.	Family Ties	NBC	35.4/51
3.	Murder, She Wrote	NBC	30.4/43
4.	Cheers	NBC	27.9/40
5	I'll Take Manhattan, pt. 1	CBS	26.4/40
6.	60 Minutes	CBS	26.1/40
7.	Golden Girls	NBC	25.8/43
8.	L.A. Law	NBC	22.0/34
8.	Matlock	NBC	22.0/31
10.	Growing Pains	ABC	21.3/29
10.	Monday Night Movies	NBC	21.3/33
12.	Who's the Boss?	ABC	20.7/29
13.	Magnum P.I.	CBS	20.6/30
14.	Amen	NBC	20.3/34
14.	227	NBC	20.3/34
16.	Movie of the Week-Tues.	NBC	19.9/30
17.	Dallas	CBS	19.6/30
18.	Newhart	CBS	19.3/28
19.	Kate & Allie	CBS	19.0/27
20.	Bob Hope Special	NBC	18.9/27
21.	Barbara Walters Special	ABC	18.7/30
22.	Equalizer	CBS	18.5/30
22.	Sunday Night Movie	NBC	18.5/28
24.	My Sister Sam	CBS	18.4/27
25.	Grammy Awards	CBS	18.3/27
25.	Facts of Life	NBC	18.3/31
27.	Head of the Class	ABC	18.2/27
28.	Highway to Heaven	NBC	18.0/27
29.	Hunter	NBC	17.8/32
30.	Moonlighting	ABC	17.7/25
31.	Falcon Crest	CBS	17.4/29
32.	Perfect Strangers	ABC	17.2/26
32.	Miami Vice	NBC	17.2/27
34.	Dynasty	ABC	16.9/25
35.	MacGyver	ABC	15.8/23
35.	Mr. Belvedere	ABC	15.8/25
35.	Cavanaughs	CBS	15.8/24
38.	Webster	ABC	15.6/25
39.	20/20	ABC	15.0/25
40.	Valerie	NBC	14.6/20
41.	Easy Street	NBC	14.2/20
42.	Crime Story	NBC	13.9/23
43.	Gimme a Break	NBC	13.6/20
44.	Scarecrow & Mrs. King	CBS	13.4/22
45.	Our House	NBC	13.3/21
46.	Monday Night Movie	ABC	13.2/21
47.	Cagney & Lacey	CBS	12.6/21
48.	Love Boat Special	ABC	12.5/20
48.	Simon & Simon	CBS	12.5/18
48.	St. Elsewhere	NBC	12.5/20
51.	Stingray	NBC	12.4/20
52.	Colbys	ABC	12.0/18
53.	Tortellis	NBC	11.7/17
54.	Mike Hammer	CBS	11.5/17
55.	Saturday Movie	CBS	11.1/19
56.	Sidekicks	ABC	10.6/18
57.	Sunday Night Movie	ABC	10.3/15
58.	Outlaws	CBS	9.8/17
59.	Disney Sunday Movie	ABC	9.5/15
60.	Neil Diamond Special	CBS	9.3/15
61.	Sledge Hammer	ABC	9.1/15
62.	Jack & Mike	ABC	8.8/14
63.	Movie Special-Sat.	ABC	8.6/15
64.	News Special	CBS	7.7/11
65.	Our World	ABC	6.3/9

*indicates premiere episode

00 ft.)—Seeks transfer of control of High Knob Broadcasters Inc., debtor-in-possession, to The Brown Family Group for assumption of liabilities. Seller has no other broadcast interests. Buyer is owned by Laurence R. Brown and family. It also owns WKGK(AM) Saltville, Va. Filed Feb. 26.

- WMVP(AM)-WBGK(FM) Milwaukee (AM: 1290 khz; 5 kw-U; FM: 95.7 mhz; 34 kw; HAAT: 610 ft.)—Seeks assignment of license from American Family Corp. to Fairwest Communications Inc. for $4.4 million. Seller is subsidiary of Amos Press, Sydney, Ohio-based publisher headed by J. Oliver Amos. Buyer is owned by brothers, George and Reg Johns and William Yde. It is former owner of WZPL(FM) Indianapolis and KKCW(FM) Portland, Ore., and at present has no other broadcast interests. Filed Feb. 24.

New Stations

New FM's

- *Richmond, Ind.—Xavier University seeks 89.3 mhz; 4.2 kw; HAAT: 188.3 ft. Address: 3800 Victory Parkway, Cincinnati 45207. Principal is educational institution headed by Rev. Albert Diullo, S.J., president. It also owns WVXU-FM Cincinnati. Filed Feb. 17.
- Belzoni, Miss.—Larry R. Scott seeks 92.9 mhz; 3 kw; HAAT: 296 ft. Address: 1605 Carlisle Dr. E., Moblie, Ala. 36618. Principal has no other broadcast interests. Filed Feb. 26.
- Webster, N.Y.—Karen E. Younginger seeks 102.7 mhz; 3 kw; HAAT: 170.5 ft. Address: 48 S.W. 10th Ave., Boca Raton, Fla. 33432. Principal has no other broadcast interests. Filed Feb. 20.
- Minot, N.D.—Faith Broadcasting Inc. seeks 106.9 mhz; 3 kw; HAAT: 184.5 ft. Address: 214 Souris Dr., 58701. Principal is owned by Richard B. Leavitt, who has no other broadcast interests. Filed Feb. 24.
- *Oklahoma City—Community Family Broadcasting Inc. seeks 90.9 mhz: 50 kw; HAAT: 17.5 ft. Address: 1084 E. 28th St., Independence, Mo. 64052. Principal is owned by Richard P. Bott and family. It has no other broadcast interests. Filed Feb. 18.
- Huntington, W.Va.—Jerry Swink seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8234, Jacksonville, Tex. 75766. Principal has no other broadcast interests. Filed Feb. 26.
- Huntington, W.Va.—Huntington Broadcasting Corp. seeks 101.9 mhz; 3 kw; HAAT: 328 ft. Address: Route 3, Box 515, 75949. Principal is owned by Robert Dale Tindle and Lonnie Wayne Etheridge, who have no other broadcast interests. Filed Feb. 24.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New TV

- Flagstaff, Ariz.—G&D Communications Inc. seeks ch. 9; ERP vis. 1 kw; aur. 100 w.; HAAT: 328 ft. Address: 1627 Eye St. NW, Suite 550, Washington 20006. Principal Ronald I. Dozoretz, Jordan H. Goldman and Nancy Cherry. It has no other broadcast interests. Filed Feb. 24.

Facilities Changes

Applications

AM's

Accepted

- KPTO (890 khz) Citrus Heights, Calif.—Seeks MP to change TL and make changes in ant. sys. Filed March 2.
- WAYR (550 khz) Orange Park, Fla.—Seeks CP to make changes in ant. sys. and change TL. Filed March 2.

FM's

Tendered

- KXO-FM (107.5 mhz) El Centro, Calif.—Seeks CP to change ERP to 25.5 kw. Filed March 2.
- WORZ (101.9 mhz) Daytona Beach, Fla.—Seeks mod. of CP to change HAAT to 1,584 ft. Filed March 2.
- WWWO (93.5 mhz) Hartford City, Ind.—Seeks CP to change TL and change HAAT to 328 ft. Filed March 2.
- WYST-FM (92.3 mhz) Baltimore—Seeks CP to make changes in ant. sys. Filed March 2.
- KMZU (101.1 mhz) Carrollton, Mo.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 989.5 ft. Filed March 2.
- KIRK (103.7 mhz) Lebanon, Mo.—Seeks CP to change HAAT to 984 ft. Filed March 2.
- KFGO (101.9 mhz) Fargo, N.D.—Seeks CP to change HAAT to 986 ft. Filed March 2.
- KTZA (92.9 mhz) Artesia, N.M.—Seeks CP to change ERP to 100 kw. Filed March 2.
- KBEZ (92.9 mhz) Tulsa, Okla.—Seeks CP to change TL and change HAAT to 1,317.5 ft. Filed March 2.
- WHGM (103.9 mhz) Bellwood, Pa.—Seeks mod. of CP to change SL. Filed March 2.
- *WQOX (88.5 mhz) Memphis—Seeks CP to change ERP to 30 kw and change HAAT to 429.7 ft. Filed March 2.

Accepted

- WDRM (102.1 mhz) Decatur, Ala.—Seeks CP to change HAAT to 977.4 ft.
- WAHR (99.1 Mhz) Huntsville, Ala.—Seeks CP to change TL and change HAAT to 985 ft. Filed Feb. 26.
- KJOK (93.1 mhz) Yuma, Ariz.—Seeks CP to change TL; change ERP to 64 kw and change HAAT to 1,246.7 ft. Filed March 2.
- KFIN (107.9 mhz) Jonesboro, Ark.—Seeks CP to change TL; change ERP to 97.67 kw; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March. 2.
- KJBR (101.9 mhz) Jonesboro, Ark.—Seeks CP to change TL and change HAAT to 1,059.4 ft. Filed March 2.
- KAMS (95.1 mhz) Mammoth Springs, Ark.—Seeks CP to change TL; change ERP to 100 kw and change HAAT to 650 ft. Filed Feb. 26.
- KZRO (104.3 mhz) Marshall, Ark.—Seeks CP to change HAAT to 1,016.8 ft. Filed Feb. 26.
- KTEI (105.5 mhz) Pigott, Ark.—Seeks mod. of CP to move SL. Filed Feb. 26.
- KADL (94.9 mhz) Pine Bluff, Ark.—Seeks mod. of CP to change HAAT to 1,843.4 ft. Filed March 2.
- KRBQ (102.7 mhz) Red Bluff, Calif.—Seeks CP to change TL; change ERP to 3.24 kw and change HAAT to 1,745 ft. Filed Feb. 26.
- KCOL-FM (107.9 mhz) Fort Collins, Colo.—Seeks CP to change HAAT to 1,066 ft. Filed Feb. 26.
- WRUF-FM (103.7 mhz) Gainesville, Fla.—Seeks CP to change TL; change HAAT to 1,900 ft. and make changes in ant. sys. Filed March 2.
- WBYZ (94.5 mhz) Baxley, Ga.—Seeks CP to change TL; change HAAT to 1,020 ft. and make changes in ant. sys. Filed March 2.
- WACL-FM (103.3 mhz) Waycross, Ga.—Seeks CP to

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56th Year 1987

Turmoil at CBS News catches eye of Congress

Vol. 112 No. 11

Broadcasting ▱ **Mar 16**

Cable in line for NFL football
CBS News cuts draw congressional eye
FCC postpones land-mobile decision

NFL DEAL ☐ Sunday-night football games on ESPN expected to be part of the next National Football League television contract with the broadcast and cable industries. **PAGE 39.**

GETTING INVOLVED ☐ Congressmen express concern over effect budget cuts at CBS will have on information reaching public. **PAGE 39.**

ANOTHER DAY ☐ FCC postpones vote on land-mobile decision. **PAGE 41.**

STATION DEALS ☐ Gillett contracts to buy WTVT(TV) Tampa, Fla., from Gaylord for $365 million; Disney goes after KHJ-TV Los Angeles for $310 million. **PAGE 43.**

GOLDEN BOY ☐ Employment contract of Warner Communications Chairman Steve Ross is plum package. **PAGE 48.**

RICH VIEW ☐ Lee Rich presents the new MGM/UA to security analysts. **PAGE 58.**

TESTING START-UP ☐ Advanced Television Systems Committee to begin testing high-definition TV transmission systems. **PAGE 61.**

NEW PROGRAMING ☐ CBS to concentrate on original programing in late-night time slot. **PAGE 62.**

WIN AGAIN ☐ CBS's *I'll Take Manhattan* performs well but is not enough to defeat NBC in the prime time ratings race. **PAGE 64.**

AWARD WINNERS ☐ Ohio State and Christopher award winners announced. **PAGES 66-67.**

SCHEDULING CHANGES ☐ Networks shift lineups in remaining part of season. **PAGE 67.**

GOING WORLDWIDE ☐ Christian Science Monitor to inaugurate worldwide shortwave service. **PAGE 68.**

QUICK EXIT ☐ With Howard Baker in as chief of staff, John Koehler leaves post of director of communications. **PAGE 69.**

TAISHOFF SEMINAR ☐ Bottom line journalism topic of this year's Taishoff seminar for broadcast journalists. **PAGE 69.**

LEARNING EXPERIENCE ☐ Broadcast Education Association convention opens as prelude to NAB show. **PAGE 74.**

STEPPING DOWN ☐ Group W's Dan Ritchie announces retirement plans; Burt Staniar to succeed him as chairman. **PAGE 76.**

GOVERNMENT EYE ☐ FCC Commissioner Dennis Patrick, addressing law forum, says clearer laws will help nab international video pirates. **PAGE 78.**

FUNDING MEASURE ☐ Senate sends along FTC reauthorization bill. **PAGE 80.**

SMALL STEP ☐ U.S. realizes limited gains at world shortwave planning conference. **PAGE 81.**

HEAVY HITTER ☐ Joe Zaleski, Viacom's super salesman, is riding high as *Cosby* syndication prices soar. **PAGE 103.**

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P&G still TV's number-one spender, but at reduced levels

Although Procter & Gamble led all television advertisers in 1986 in network and national spot and total TV billings (BROADCASTING, March 9), the giant detergent company suffered a comparatively sluggish year. Broadcast Advertisers Reports figures supplied by Television Bureau of Advertising show that P&G sliced its combined network, national spot and local spot expenditures last year to $685 million, a cut of about 12% or $91.5 million.

BAR figures show that P&G's network expenditures last year fell by 8%, to $451 million, and investment in national and regional spot declined by 18%, to $233.4 million. TVB could not explain the deep cuts in TV spending, and telephone calls to Procter & Gamble in Cincinnati were not returned. P&G repeatedly has refused to discuss its advertising spending policy.

An official of the Cable Advertising Bureau said its figures indicate that P&G spent about $30 million on cable last year, about the same as 1985. He speculated that Procter & Gamble, along with other packaged goods advertisers, has been diverting more money from advertising to promotion, including couponing, premiums and contests. He also suggested over-all budget cuts.

Other advertisers that reduced their network TV budgets last year, according to TVB, were AT&T, down $32 million; Ralston Purina, down $31 million; Coca-Cola, down $13 million, and PepsiCo, down $12 million.

A listing of the top 25 network, spot and local advertisers, as compiled by BAR for TVB appears below.

Top 25 network television advertisers in 1986

	1985	*1986*	*% change*
Procter & Gamble Co.	$492,007,900	$451,529,500	-8
Philip Morris Companies Inc.*	324,753,000	342,443,900	+5
General Motors Corp.	209,897,600	233,786,000	+11
Unilever N.V.*	195,904,400	202,371,300	+3
McDonald's Corp.	184,882,200	193,001,600	+4
Ford Motor Co.	191,373,200	188,815,200	-1
American Home Products	181,951,400	185,571,600	+2
Anheuser-Busch Companies	154,503,400	177,495,700	+15
Kellogg Co.	156,431,100	166,261,000	+6
Johnson & Johnson	154,963,700	164,321,700	+6
RJR Nabisco Inc.*	127,904,600	155,750,500	+22
AT&T	167,727,800	135,162,200	-19
General Mills Inc.*	98,566,200	130,140,300	+32
Bristol Myers Co.	127,641,400	128,521,100	+1
Sears Roebuck & Co.	122,657,100	127,803,600	+4
PepsiCo Inc.*	127,020,800	115,128,000	-9
Pillsbury Co.*	118,743,500	105,052,300	-12
Warner-Lambert Co.	83,352,400	103,068,500	+24
Coca Cola Co.*	114,708,000	101,284,100	-12
Ralston Purina Co.*	128,245,000	97,572,100	-24
Chrysler Corp.	96,194,300	96,450,700	0
Dart & Kraft Inc.*	101,686,200	88,445,900	-13
Quaker Oats Co.*	76,820,100	88,321,700	+15
Nestle S.A.	76,754,100	88,130,800	+15
Mars Inc.	87,216,400	84,983,000	-3

*1985 data adjusted to reflect mergers, acquisitions and divestitures in 1986

Top 25 local/retail television advertiser in 1986

	1985	*1986*	*% change*
PepsiCo Inc.	$114,983,300	$130,890,400	+14
McDonald's Corp.	118,054,200	128,199,600	+9
Pillsbury Co.	95,968,300	105,373,200	+10
The Kroger Co.	28,785,000	42,291,100	+47
Walt Disney Productions	25,647,100	39,695,700	+55
Wendy's International	40,441,800	39,190,300	-3
May Department Stores Co.	30,044,000	33,085,000	+10
Imasco Ltd.	26,826,300	32,798,200	+22
Federated Department Stores	25,753,900	32,037,900	+24
Dayton-Hudson Corp.	32,950,500	31,532,100	-4

Charts continue on page 60.

Rich presents analysts with the new MGM/UA

Tells group that company will focus on network programing and theatrical film production

Rich

Lee Rich, chairman and chief executive officer of MGM/UA Communications Co., went to Wall Street last week to explain the Los Angeles-based production and distribution company to the financial community. At a presentation before the New York Society of Security Analysts, he discussed production for the television networks, the company's acquisition plans and why people should expect MGM/UA to be able to "build market share in an intensively competitive environment."

The advantages of the company, Rich said, include its name recognition and the talent from the previous MGM/UA, which was merged last May with Turner Broadcasting: "We have all the advantages of a start-up company with few of the disadvantages."

The company hopes to build its television production operation into a "potent force," said Rich, who was president and co-chief executive officer at Lorimar-Telepictures when that company began producing *Dallas*, *Knot's Landing*, *Falcon Crest* and other series. "It is a matter of high priority," he said, adding that it was a good business with great "upside" potential and little capital risk, since much of the production money was supplied by the broadcast networks.

Asked by one securities analyst whether the company would be caught between rising production costs and the broadcast networks' attempts to reduce license fees, Rich said it would continue to be his policy to produce "shows designed to make money for the company . . . We won't make shows that have a deficit of $300,000 per episode."

Among the company's current network offerings are *Jack and Mike*, for ABC, which Rich said has a "50-50 chance" of renewal, and *Karen's Song*, which has a 13-episode commitment from the Fox Broadcasting System. NBC has recently ordered a new comedy series, *Cheech*, starring comedian Cheech Marin of Cheech and Chong. In addition, the company has several first-run offerings, including *Fame* and 24 episodes of *We Got it Made*. MGM/UA Television Productions is headed by David

Top 25 local/retail TV advertisers, continued from page 58.

	1985	*1986*	*% change*
Wal-Mart Stores Inc.	16,322,100	30,444,800	+87
Merrill Lynch & Co.	31,579,100	28,834,200	-9
Jerrico Inc.	26,501,700	26,803,400	+1
American Stores Co.	27,287,500	26,345,200	-3
Kohlberg Kravis Roberts & Co.	26,374,400	26,291,200	0
K-Mart	23,260,400	24,211,400	+4
Lucky Stores Inc.	19,965,500	24,164,000	+21
IC Industries Inc.	19,991,800	20,808,900	4
Sears Roebuck & Co.	28,476,800	20,205,600	-29
Gulf & Western Industries	16,446,200	18,880,100	+15
Highland Superstores Inc.	15,988,500	18,830,200	+18
Marriott Corp.	13,271,200	18,822,900	+42
Collins Food Inter.	15,391,700	17,973,400	+17
Zayre Corp.	13,450,100	17,021,400	+27
Winn Dixie Stores Inc.	17,343,200	16,874,700	-3

Top 25 national/regional spot TV advertisers in 1986

	1986		*1986*
Procter & Gamble Co.	$233,444,500	Mars Inc.	48,065,100
Philip Morris Cos.	132,181,500	Kohlberg Kravis Roberts & Co.	48,043,400
PepsiCo Inc.	123,346,800	Nissan Auto Dealers	47,094,500
General Mills Inc.	117,210,200	Time Inc.	45,194,500
Toyota Motor Sales Co.	90,284,900	Nissan Motor Co.	44,426,100
Anheuser-Busch Cos.	89,093,200	Ford Auto Dealers	44,375,700
Coca Cola Co.	77,492,000	Quaker Oats Co.	43,372,100
Hasbro Inc.	72,282,100	AT&T	40,612,300
Dart & Kraft Inc.	61,488,900	Nestle S.A.	40,197,000
Unilever N.V.	60,692,000	RJR Nabisco Inc.	39,538,200
Ford Motor Co.	55,402,700	Warner-Lambert	38,725,300
General Motors Corp.	49,309,100	Chevrolet Auto Dealers	36,695,700
Kellogg Co.	48,803,600		

Fifth Estate Earnings

Company	Quarter	Revenue (000)	% change	Earnings (000)	% change	EPS **
Fries Entertainment	Second	$10,146	109	($1,256)	NM	($0.24)
Gulf + Western	First	$1,087,000	26	$69,300	103	$1.11
IDB Communications Group	Year	$6,318	61	$703	14	$0.20
Lee Enterprises	First	$61,162	4	$19,793	131	$0.77
Malrite Communications	Fourth	$30,344	30	($6,098)	NM	($0.44)
	Year	$106,469	28	($8,979)	NM	($0.67)
Omnicom Group	Fourth	$211,695	9	$6,600	-46	$0.27
	Year	$753,527	12	($4,077)	-114	($0.17)

Fries Entertainment had net income of $473,000 in previous year's second quarter. Most recent results include $3-million bad debt reserve "due to the uncertainties in the independent television market." Company had bond interest costs of $575,000 versus none in previous year's second quarter. ■ **Lee Enterprises** said broadcasting revenue increased 8% to $15.1 million, and added that "much of that increase went to the bottom line with an increase of 26% in operating income. Election contests in all of our markets brought in more than planned." Net income included $11.2-million after-tax gain from sale of TV and radio station. Excluding gain, net income increased 1%. ■ Previous net income for **Malrite Communications** was $1.6 million in 1985 fourth quarter, and $8.8 million for full year, which included $8.7-million gain on sale of assets. Most recent results include $1.8 million charged to early debt retirement and $9.8-million writedown of television program contracts. Company said that before latter writedown, broadcasting profits ("income from operations, excluding depreciation, amortization, corporate expenses") were $22.9 million, compared to $22.8 million in 1985," somewhat behind our original expectations. ■ **Omnicom Group** had net income in previous year of $30.1 million. Operating income in 1986 was $22 million for fourth quarter, down 15%, and $62.4 million for year, down 1%. Results include $8.9 million in merger expenses and $31.4 million charged to "restructuring of the combined operations."

□

Revenue results. General Electric said that for remainder of 1986 following its June 1 acquisition of RCA and NBC (seven months), National Broadcasting Co. had revenue of $1.8 billion and operating profit of $203 million. Twelve-month results were not provided.

Gerber, president.

The production of theatrical films at both its United Artists Pictures and Metro-Goldwyn-Mayer Productions will increase, Rich said, and soon each studio will have yearly budgets of roughly $100 million and schedules of eight to 10 films. MGM/UA also has a distribution contract for the film library acquired by Turner, which Rich said should "furnish approximately $30 million a year."

The United Artists library of film and television shows, he said, already generates roughly $100 million in revenue, and $70 million in cash flow each year, yet is carried on the books at less than $100 million. The company also has an exclusive pay-TV agreement with HBO, which, the company's chairman said, covers 72 films over four years and should bring in $200 million to $300 million.

To help generate more revenue from existing assets, MGM/UA will follow the lead of some other companies and "aggressively" market and license its symbols and characters, including Leo the Lion (the symbol of MGM), James Bond, the Pink Panther, and Tom and Jerry. □

Lorimar home video executives resign

Conflict of interest charges end in departure of top three executives of L-T subsidiary

The three top executives of Karl-Lorimar Home Video, a fully owned subsidiary of Lorimar-Telepictures Corp. with projected fiscal 1987 sales of more than $80 million, handed in their resignations Wednesday (March 11) after conflict-of-interest charges surfaced. Stuart Karl, president and chief executive officer; Court Shannon, executive vice president, and Gary Hunt, vice president of sales, quit following a short internal investigation by the company.

A corporate spokeswoman said the men were "financially involved" with an outside supplier, Continental Marketing Distributors Inc. of Torrance, Calif., a point of purchase firm that sends out posters, sales and press kits for the Irvine, Calif.-based video distributor. The work could have been handled from within Karl-Lorimar, according to the spokeswoman. "We felt the profits they reaped from [Continental] and the profits they reaped from Karl-Lorimar were in conflict with our code of ethics," she said. "It was not fair to us or to our shareholders."

The spokeswoman said that according to a preliminary audit conducted by L-T, Continental made a profit of between $500,000 and $600,000 from sales to Lorimar, and the three executives collected a total of $150,000.

"The matter is basically closed," she said. "There will be full restitution." Neither Karl, Shannon nor Hunt would comment on the matter and Continental officials did not return phone calls.

Jerry Gottlieb, senior vice president of L-T, will serve as acting chief executive officer of Karl-Lorimar until a replacement can be found. Karl founded the company in 1979 and sold it to L-T in October 1984. □

going on in our business." Costs are escalating at a much higher rate than sales, he said, adding that "for at least two of the three networks' sports division in 1986, those lines crossed.... CBS showed a modest profit" last year, Pilson said. "What you are seeing is part of transition in our business," he added.

On the cable front, Roger Werner, ESPN executive vice president, said that sports on television has undergone "a tremendous growth in consumption, and has simultaneously fragmented significantly." Included in his predictions for the next few years: Basic cable will be "a very significant" carrier of all major sports programing; the Super Bowl and the World Series and "some significant amount" of the remaining "conventional" major league sporting events "may still remain on networks TV, but as a loss leader"; pay cable will not be a major sports distribution medium, and pay per view will "remain an occasional big event phenomenon" rather than a major distribution option for most sports programs. Among the major beneficiaries of these outcomes, said Werner, will be the sports leagues, the viewers who will have more choices, advertisers who will have more options and cable operators, who will add subscribers and raise prices.

According to Seth Abraham, HBO senior vice president of programing operations and sports, while movies are no longer proprietary programing on cable, sports still is. One advantage of showing NFL games on the service, for example, Abraham said, is that there would be no commercial interruptions. The cable service could "create the sense that the viewer is at the event."

NFL games, he said, would be two-and-a-half hours long, commercial-free. (To which CBS's Pilson interjected: "I'm not sure the players can survive that.") Abraham added that sports "is a critical part" of HBO's programing portfolio. The pay cable service, he said, is "in the hunt for big events.... We hope to be the network of the NFL without commercials." As for concern that NFL games would not receive as much exposure on HBO as on an over-the-air network, Abraham said that exposure was not a necessary ingredient for success. The NFL "doesn't need us to grow their business," he said.

Brian Burns, executive vice president of broadcasting for Major League Baseball, said that there are "misconceptions" about baseball on television. While there is an "economic gloom that has recently been cast" over sports on network television, he said, that is only one part of the baseball "pie." Of NBC and ABC (which are now in the fourth year of a six-year, $1.2-billion rights agreement extending through the 1989 season), there is "one relatively happy part-

'Manhattan' does well, but not well enough to beat NBC

It was another win for NBC, according to the Nielsen numbers, with the network taking week 24 (ended March 8) with an 18.4 rating/29 share. CBS followed with a 17.2/27 and ABC with a 13.3/21. Last year the winning numbers for week 24 were NBC 17.6/28, CBS 15.2/24 and ABC 14.1/22.

The CBS mini-series, *I'll Take Manhattan*, performed well, with parts two, three and four all scoring in the top 15 programs for the week (see chart below). Part one aired on Sunday, March 1, the final day of week 23, and pulled in a 26.4/40 to rank fifth for the week.

Part two of *Manhattan* came in at 15th with a 21.3/31, but the theatrical "Karate Kid" on NBC, which ran from 8:30 to 11 p.m. on Monday, came away with a 22.6/32. That ratings edge was enough to give NBC the night, which the network took with an evening average of 21.9/31.2, just ahead of CBS's 20.8/30.2. ABC broadcast *The Betty Ford Story* from 9 to 11 p.m. and came up with an evening average of 14.3/20.7. The network's *MacGyver*, which aired at 8-9 p.m. pulled in a 15.1/22.

On Tuesday, part three of *Manhattan* racked up a rating (21.4/33) high enough to win the 9-11 p.m. slot, but the 64th-place *Spies* (8.3/12) brought down CBS's average for the night to a 17.0/25.7. ABC won the 8-9 p.m. period with *Who's the Boss?* (24.7/37) and *My Sister Sam* (24.6/36). The network's *Moonlighting* (21.3/31) at 9-10 p.m. contributed to ABC's winning average for the night of 19.3/29.1. CBS came away with an average of 17.0/25.7, while NBC took a 16.6/25.4.

The address by President Reagan to the nation on Wednesday night altered all three networks' schedules, with ABC and CBS taking out a half-hour for the speech and responses by Senator John Tower (R-Tex.) and others. NBC devoted a full hour to the special address and sequel. The evening was won by CBS—only the third time this season for the network—with its broadcast of the conclusion of *I'll Take Manhattan*. CBS took the night with an 18.4/28.1, beating out NBC's 15.5/24.1 and ABC's 14.2/21.8.

Thursday went to NBC, as usual, with a 26.1/40.3. The network aired three repeats that evening: *Bill Cosby, Night Court* and *L.A. Law*. CBS aired a repeat of *Wizard* from 8 to 9 p.m., while ABC ran with original editions of its regular lineup, *Our World, The Colbys* and *20/20*. ABC's average for the night was a 10.2/15.7. CBS's *Knots Landing*, which ran opposite *L.A. Law*, managed to win the 10-11 p.m. slot with a 17.5/29 over *Law's* 16.1/27.

Friday night went to CBS, also as usual, with a 17.0/28.6. The network aired the classic "The Wizard of Oz" from 8 to 10 p.m. and came away with a 16.9/28 for those two hours. *Falcon Crest* took the final hour of the evening with a 17.1/30. This gave CBS a 17.0/28.6 evening, while NBC had to settle for a 13.8/23.0 and ABC a 12.0/20.4.

Saturday's win by NBC, another regular event, came with a 17.7/31.1 over CBS's 10.4/18.3 and ABC's 10.3/18.1.

CBS took Sunday as well, winning with the high numbers brought in by *60 Minutes*, (23.7/38) at 7-8 p.m., and a repeat of *Murder, She Wrote*, (24.9/37) at 8-9. However, in the battle of the movies, it was NBC's *Abduction of Kari Swenson* (21.4/33) that took the last two hours of the night. CBS's *Deadly Deception* took in a 19.2/30, while ABC's broadcast of the theatrical "Moonraker" mustered an 11.7/19. CBS's score for the night was a 21.8/33.8, over NBC's 16.6/25.4 and ABC's 13.1/20.0.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	34.8/51
2.	Cosby Show	NBC	34.0/52
3.	Cheers	NBC	29.6/43
4.	Night Court	NBC	26.1/39
5.	Murder, She Wrote	NBC	24.9/37
6.	Who's the Boss?	ABC	24.7/37
7.	Growing Pains	ABC	24.6/36
8.	60 Minutes	CBS	23.7/38
9.	Golden Girls	NBC	23.6/40
10.	Monday Night Movies	NBC	22.6/32
11.	I'll Take Manhattan, pt. 4	CBS	22.5/36
12.	I'll Take Manhattan, pt. 3	CBS	21.4/33
12.	Sunday Night Movie	NBC	21.4/33
14.	Moonlighting	ABC	21.3/31
14.	I'll Take Manhattan, pt. 2	CBS	21.3/31
16.	Matlock	NBC	20.3/30
17.	My Sister Sam	CBS	20.0/29
18.	Kate & Allie	CBS	19.5/28
19.	Sunday Movie	CBS	19.2/30
20.	ALF	NBC	18.3/27
21.	Amen	NBC	18.1/31
22.	227	NBC	18.0/31
23.	Highway to Heaven	NBC	17.9/27
24.	Knots Landing	CBS	17.5/29
25.	Reagan Power Analysis	CBS	17.2/25
26.	Falcon Crest	CBS	17.1/30
27.	Perfect Strangers	ABC	16.9/26
27.	Special Movie-Fri.	CBS	16.9/28
29.	L.A. Law	NBC	16.1/27
30.	Harry	ABC	16.0/24
31.	Facts of Life	NBC	15.9/28
32.	Miami Vice	NBC	15.8/26
32.	Hunter Special	NBC	15.8/23
34.	Hunter	NBC	15.4/28
35.	MacGyver	ABC	15.1/22
36.	Disney Sunday Movie	ABC	14.2/22
37.	Mr. Belvedere	ABC	14.1/23
38.	Monday Night Movie	ABC	13.9/20
39.	Hill Street Blues	NBC	13.8/23
40.	Dynasty	ABC	13.7/21
40.	Simon & Simon	CBS	13.7/20
42.	Webster	ABC	13.6/23
43.	20/20	ABC	13.4/23
43.	Crime Story	NBC	13.4/23
45.	Mike Hammer	CBS	13.1/20
46.	St. Elsewhere	NBC	13.0/21
47.	Stingray	NBC	12.1/20
48.	Our House	NBC	12.0/19
49.	Jack & Mike	ABC	11.9/19
50.	Sunday Night Movie	ABC	11.7/19
50.	A Team Special	NBC	11.7/17
52.	Starman	ABC	11.4/20
53.	Colbys	ABC	11.0/16
53.	Spenser: For Hire	ABC	11.0/20
55.	Ohara	ABC	10.9/19
56.	Newsbrief-Wed.	ABC	10.7/17
56.	Outlaws	CBS	10.7/19
58.	Home	ABC	10.6/18
59.	Hotel	ABC	10.2/17
59.	Saturday Movie	CBS	10.2/18
61.	Wizard	CBS	10.0/15
62.	Sidekicks	ABC	9.3/16
63.	Sledge Hammer	ABC	8.6/15
64.	Spies	CBS	8.3/12
65.	Our World	ABC	6.1/9

*indicates premiere episode

Existing FM's

WSEZ	WUME-FM Indiana Patoka Development Corp., Paoli, Ind.
WZKX	WQLC Charles W. Dowdy and J. Morgan Dowdy, Poplarville, Miss.
KCMG-FM	KXTR Dr. John Robert E. Lee, Kansas City, Mo.
KBHT	KCKR B.S.T. Broadcasting Inc., Crockett, Tex.
KKIK	KSEL-FM Backor Broadcasting Inc., Lubbock, Tex.

Existing TV's

WTXF-TV	WTAF-TV TVX of Philadelphia Inc., Philadelphia
KHSX	KLTJ Silver King Broadcasting of Dallas, Irving, Tex.

Grants

Call	*Assigned to*
	New AM's
WJHP	John H. Pembroke, Columbia, Miss.
WYZQ	Black Gold Broadcasting, Hazard, Ky.
	New FM's
WNKY	Northland Communications, Atlanta
KQLI	Roni De Ann Gardner, Lawton, Okla.
KPNP	P-N-P Broadcasting, Pullman, Wash.
	Existing AM's
WJRD	WWWR Sis Sound of Russellville Inc., Russellville, Ala.
KMNY	KWOW Money Radio, Pomona, Calif.
KTGE	KXES TGR Broadcasting Inc., Salinas, Calif.
KYBG	KLSC Century Denver Broadcasting Corp., Aurora, Colo.
WSVE	WXOZ Willis & Sons Inc., Jacksonville, Fla.
WWPR	WELO Big Thicket Broadcasting of Miss. Inc., Tupelo, Miss.
KAPE	KKPE W. Russell Withers Jr., Cape Girardeau, Mo.
WYUT	WLIR WALY Enterprises Inc., Herkimer, N.Y.
WLIR	WGRC Rockland Media Corp., Spring Valley, N.Y.
WBUG	WTPS Muncy Broadcasting Inc., Hughesville, Pa.
WECZ	WPXZ Renda Radio Inc., Punxsutawney, Pa.
WWHT	WLNB Resort Broadcasters of Charleston Inc., Charleston, S.C.
WLKE	WCKK North American Progressive Inc., Oshkosh, Wis.
	Existing FM's
WPDQ	WSVE Willis & Sons Inc., Green Cove Springs, Fla.
WYUT-FM	WYUT WALY Enterprises Inc., Herkimer, N.Y.
WCZX	WJJB BBC of Poughkeepsie Inc., Hyde Park, N.Y.
WRSF	WWOK Resort Broadcasters of Columbia Inc., Columbia, N.C.
WKKE	WSEC Caronet Broadcasting Inc., Williamston, N.C.
WMGH-FM	WCRN East Penn Broadcasting Inc., Tamaqua, Pa.
WWHT-FM	WLNB-FM Resort Broadcasters of Charleston Inc., Goose Creek, S.C.
WJRQ	WSBP Durst Broadcasting Co., Saluda, S.C.
KYXX	KRCT Foster Broadcasters Inc., Ozona, Tex.
WCWI	WSTT Palm Beach Broadcasting Co., St. Thomas, V.I.

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as of January 31, 1987

Service	**On Air**	**CP's**	**Total** *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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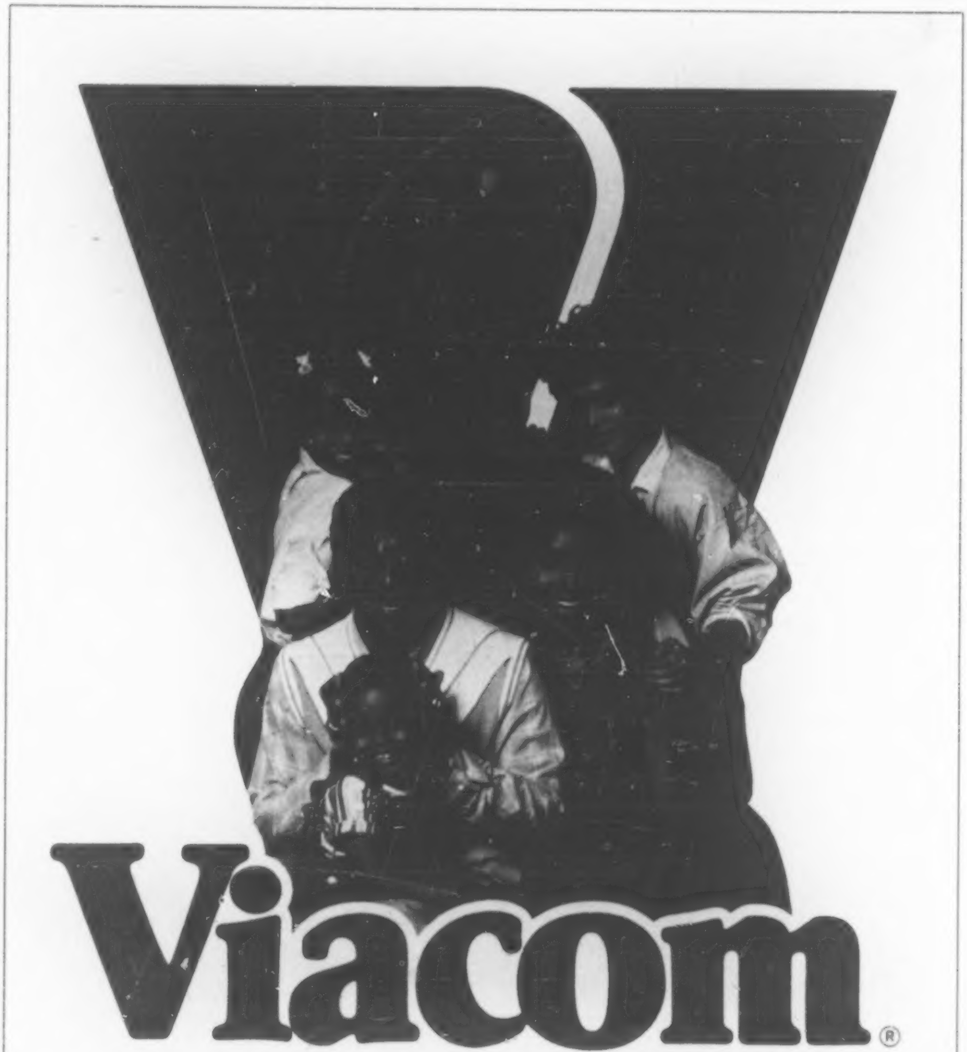
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 23



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56th Year 1987

The Fowler FCC

Advancing NAB

Vol. 112 No. 12

Broadcasting ▣ Mar 23

A retrospective look at the Fowler chairmanship
Bidding begins for GenCorp
Advancing on the NAB

GRAND FINALE □ FCC Chairman Mark Fowler's tenure is drawing to a close at the agency that, under his guidance, has changed the face of the Fifth Estate over the past six years. **PAGE 51.**

BIDDING WAR □ Three-way partnership makes $2.1-billion offer for GenCorp; bidder would sell RKO. **PAGE 55.**

MOVING ON □ CBS's Peter Lund accepts position at Multimedia Entertainment. **PAGE 56.**

NAB's CANDY STORE □ Almost 700 companies will be on hand at the NAB convention in Dallas with the newest in audio and video technologies and services. In this special pre-convention primer, BROADCASTING provides a look at the who's and what's in videorecorders, cameras, graphics, satellite newsgathering, stereo TV, transmitters, audio fidelity, and the proverbial host of others. **PAGES 63-74.** A list of exhibitors begins on **PAGE 76.** A preview of the Broadcast Education Association meeting and the agenda for NAB begin on **PAGES 116-117.**

FAIRNESS FAST TRACK □ Senate Communications Subcommittee holds hearing on fairness doctrine; markup expected this week. **PAGE 124.**

NETWORK CHAIR □ At Fordham seminar, network anchors discuss extent of media's power to shape events. **PAGE 136.**

INFORMATION INTERMEDIARY □ *Wall Street Journal* reports that ABC News's Barbara Walters delivered message to President Reagan from Iranian she interviewed for *20/20*. **PAGE 137.**

AD VANCES □ Cabletelevision Advertising Bureau and 4A's to open annual conventions this week. **PAGE 140.**

STEPPING DOWN □ Sharon Rockefeller reflects on her 10-year career at the Corporation for Public Broadcasting. **PAGE 142.**

STEP TWO □ Newly elected Intelsat director general Dean Burch sets out to win confidence of international community. **PAGE 143.**

FALL SLATE □ Networks order pilots for fall season. **PAGE 145.**

GROUND GAME □ Networks and National Football League have both given ground in new television rights contract. **PAGE 146.**

NEW COKE □ Barbara Corday to head newly restructured Columbia/Embassy Television subsidiary of Coca-Cola. **PAGE 148.**

NASHVILLE BRASS □ BMI president and Nashville native Frances Preston has mixed the pleasure of music with the business of compensating its creators. **PAGE 175.**

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lanta. Information: (212) 486-1111.

April 16—*National Association of Black Owned Broadcasters* third annual communications awards dinner. Sheraton Washington hotel, Washington. Information: Lynne Taylor, (202) 463-8970.

April 17—*National Committee on Films for Safety* 45th annual competition of films and videotapes that have as their objective "accident prevention in order to increase safety and health consciousness." Information: Christine Taylor, NCFS, 444 North Michigan Avenue, 28th Floor, Chicago 60611; (312) 527-4800.

April 17-18—Ninth annual Black College Radio convention, sponsored by *Collegiate Broadcasting Group Inc.*. Paschal's hotel, Atlanta. Information: Lo Jelks, (404) 523-6136.

April 21—*Television Bureau of Advertising* regional sales training conference. Americana, Albany, N.Y. Information: (212) 486-1111.

April 21—*Scripps Howard Foundation* National Journalism Awards banquet. Cincinnati. Information: (513) 977-3826.

April 21—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

■ **April 21**—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

April 21—*Pennsylvania Cable Television Association* fourth annual state legislative leadership conference. Hershey Lodge and convention center, Hershey, Pa. Information: (717) 234-2190.

April 21-27—23d annual *MIP-TV, Marches des International Programes des Television*, international program market. Palais des Festivals, Cannes, France.

April 22—*National Academy of Television Arts & Sciences, New York chapter*, luncheon featuring Neal Pilson, president, CBS Sports and Broadcast Operations. Copacabana, New York. Information: (212) 765-2450.

April 22—*White House Correspondents' Association* annual dinner. Washington Hilton, Washington.

April 22-24—*Electromagnetic Energy Policy Alliance* annual meeting and symposium. Westin hotel, Washington.

April 22-25—Fifth annual National Hispanic Media Conference. Los Angeles Hilton, Los Angeles. Information: (202) 783-6228.

April 23—*Television Bureau of Advertising* regional sales training conference. Dunfey City Line, Philadelphia. Information: (212) 486-1111.

April 23—Presentation of fifth annual Lowell Thomas Award, for excellence in broadcast journalism, to David Brinkley, presented by *Marist College*, Poughkeepsie, N.Y. Helmsley Palace, New York.

April 23-24—*Indiana Broadcasters Association* spring meeting. Embassy Suites North, Indianapolis.

April 24-26—*Federal Communications Bar Association* annual seminar. Keynote speaker: FCC Commissioner James Quello. Wintergreen resort, Wintergreen, Va.

April 25—"A Conversation with David McCullough (host of WETA's *Smithsonian World*)," one in series of lectures sponsored by *WETA-TV Washington*. WETA studios, Arlington. Information: (703) 998-2713.

April 26-28—Technical workshop for public radio engineers, sponsored by *National Public Radio's representation division*. NPR headqarters, Washington.

April 26-29—*Broadcast Financial Management Association* 27th annual meeting. Marriott Copley Place, Boston. Information: (312) 296-0200.

April 26-29—*Public Broadcasting Service/National Association of Public Television Stations* annual meeting. Omni hotel, St. Louis.

April 26-29—*American Public Radio* affiliates conference. Columbia Inn, Columbia, Md. Information: Diane Engler, (612) 293-5417.

April 27-28—"First Amendment Values in Space: Freedom of Communications and the New Space Technologies," symposium sponsored by *Catholic University*, Washington, and funded by *Capital Cities Foundation of Capcities/ABC Inc.* CU campus, Washington. Information: (202) 635-5600.

April 28—*Illinois Broadcasters Association* membership "phoneathon." Hilton hotel, Springfield, Ill.

April 28—"Religion and Politics in America Today," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **April 28**—*Midwest Direct Marketing Association* annual "DM" day. Keynote speaker: Stanley Hubbard, president, Hubbard Broadcasting. Radisson South hotel, Bloomington, Minn.

April 29—"How Television Is Transforming Politics," conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

■ **April 29**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Jack Reilly, executive producer, ABC's *Good Morning America*. Copacabana, New York.

April 29-30—*Illinois Broadcasters Association* spring convention and awards banquet. Hilton hotel, Springfield, Ill.

April 29-May 2—*National Translator Association* annual convention. Winrock Inn, Albuquerque, N.M. Information: F.A. Bibeau, (505) 764-2441.

April 29-May 3—*National Public Radio* annual public radio conference. Washington Hilton.

May

May 5-6—*Ohio Association of Broadcasters* spring convention. Hotel Sofitel, Toledo.

May 6—*Broadcast Pioneers* George Foster Peabody luncheon. Plaza hotel, New York.

May 6—*New Jersey Public Broadcasting Authority* board of commissioners meeting. New Jersey Network, Trenton studio. Information: (609) 530-5252.

■ **May 6**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Russell Barry, president, Turner Program Services Inc. Copacabana, New York.

■ **May 6**—*Connecticut Broadcasters Association* spring seminar. Sheraton, Waterbury, Conn.

Errata

In chart accompanying March 2 baseball rights "Special Report," **cable rights holder for Chicago White Sox** was incorrectly listed as the team; they are held by **SportsChannel Chicago.**

□

June Burakoff-Smith, was named VP, advertising, publicity and promotion, Coca-Cola Telecommunications, Burbank, Calif., not Jane Burakoff-Smith, as reported in March 16 "Fates & Fortunes."

May 8-10—*Texas AP Broadcasters Association* 26th annual convention. Marriott Capitol, Austin, Texas.

May 9-16—27th Golden Rose of Montreux, television festival for light entertainment programing. Montreux, Switzerland. Information: (212) 223-0044.

May 12—*International Radio and Television Society* "Second Tuesday" seminar. Viacom Conference Center, New York. Information: (212) 867-6650.

May 12—*Electronic Media Marketing Association* meeting. Yale Club, New York. Information: (203) 625-0101.

May 12-14—*Florida Association of Broadcasters* legislative day. Radisson hotel, Tallahassee, Fla.

May 13—*American Women in Radio and Television, Washington chapter*, meeting, "New Advances in Satellite Technology." National Association of Broadcasters, Washington.

■ **May 13**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring Thomas Burchill, president and CEO, Lifetime Cable Network. Copacabana, New York.

May 14-15—*Kentucky Broadcasters Association* spring convention. Louisville, Ky.

May 15—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York.

May 16-23—Fourth International Festival of Comedy Films, sponsored by *Committee for Culture, Bulgarian Filmmakers Union, Committee for Television and Radio, Bulgarian Cinematography Corp.* and *House of Humor and Satire—Gabrovo*. Gabrovo, Bulgaria.

May 17-20—*National Cable Television Association* annual convention. Theme: "Television Serving America." Las Vegas Convention Center, Las Vegas.

May 17-20—*CBS-TV* annual affiliates meeting. Century Plaza, Los Angeles.

May 17-21—Nebraska basic videodisk design/production workshop, sponsored by *Nebraska ETV Network/University of Nebraska-Lincoln*. UN campus, Lincoln, Neb. Information: (402) 472-3611.

May 21—*Federal Communications Bar Association* luncheon. Speaker: Jack MacAllister, chairman and CEO, US West. Washington Marriott, Washington. Information: Patricia Reilly, (202) 429-7285.

May 21—*Illinois Broadcasters Association* sales seminar. Pere Marquette hotel, Peoria, Ill.

May 25-28—Canadian Satellite User Conference, sponsored by *Telesat Canada*, private commercial corporation which owns and operates Canada's Anik satellites. Theme: "Directions for the Future." Ottawa Congress Center, Ottawa, Canada. Information: (617) 727-0062.

May 26-27—"Gambling in America: Where Are the Lotteries Taking Us?" conference for journalists sponsored by *Washington Journalism Center*. Watergate hotel, Washington. Information: (202) 331-7977.

May 26-30—Fifth annual JCPenney-Missouri Television Workshop, sponsored by *University of Missouri-Columbia School of Journalism*. UM campus, Columbia, Mo. Information: (314) 882-7771.

■ **May 27**—*National Academy of Television Arts and Sciences, New York chapter*, luncheon featuring David Poltrack, VP-research, CBS/Broadcast Group. Copacabana, New York.

May 27-29—*Prix Jeunesse Munchen*, children's televi-

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as broadcasting. Both the cable and newspaper industries are on record opposing to the BOC's entry in information services.

"We want to be very sure and precise about what we say," said INTV President Preston Padden about his decision not to file. If the board decides it wants to proceed, Padden said, it can file on April 10. He acknowledged that INTV has been "urged to be careful," and he noted that its proposed brief takes a cautious approach. "We agree with NAB [the National Association of Broadcasters] that Justice is wrong in saying unleash the phone companies totally," said Padden.

In a filing with the court two weeks ago, NAB said the BOC's should be barred from entry in the information area. Also filing were the National Cable Television Association, various cable television interests and the American Newspaper Publishers Association (see story, page 125). By lifting the current restrictions on the BOC's, NAB, NCTA and ANPA agree that it gives the phone companies the power to engage in anticompetitive activities.

According to the INTV brief, the association does not want to lift all the restrictions currently imposed on the BOC's, but only those that would enable them to compete with cable. INTV suggests the court eliminate "the BOC information services restrictions to the limited extent that the restriction prohibits local telephone exchange carriers from offering cable television service in their local exchange areas, and to the extent that cable television service in a particular local exchange area currently constitutes a de jure or de facto monopoly."

And as safeguard for broadcasters, INTV recommends that the telcos be prohibited from owning or having a financial interest in programing and that they be prevented from selling advertising.

The brief is expected to generate a lively discussion among INTV directors. There seems to be a general consensus that competition needs to be injected into the marketplace. But there are some, like Bob Wormington of KSHB-TV Kansas City, Mo., and INTV treasurer, who feel "inviting the BOC's in without any restraints would not be a wise move." Wormington says his reservations spring from the days when INTV was dealing with AT&T as a monopoly. "We want to make sure we're not creating two problems instead of solving one," he said.

"I like the idea of competition for cable," said one director. But at the same "we'll have to talk about the pluses and the minuses of it," he added. Yet Ted Baze of KGMC(TV) Oklahoma City and INTV secretary, has no qualms about the BOC's. "It couldn't be any worse than cable is as an unregulated monopoly," said Baze, who maintained that the phone companies are the logical competition.

To board member Steven Bell of KTLA(TV) Los Angeles, the real issue is cable. The phone companies are a side issue, said Bell.

"It's very clear that cable isn't going to be reregulated," said Martin Brantley of KPTV(TV) Portland, Ore. "If the public's going to be protected, competition is needed." ☐

TV networks garner $6.7 billion in revenue in 1986

That translates to 3.5% gain over 1985; prime time, sports, news and late night gain; daytime, children's drop

The three television networks last year posted a 3.5% gain in net revenue, to $6,680,932,000, a larger increase than registered by the consumer price index but presumably less than some network cost increases. Stronger increases in four dayparts—prime time, late night, sports and news—were held down by reduced revenue in the daytime and children's dayparts. The revenue figures (for both the fourth quarter of 1986 and the full year) were compiled from network-submitted, unaudited data by the accounting firm of Arthur Young & Co.

In all four quarters, prime time revenue was consistently higher, and finished the year with a 4.6% increase, to $3,213,874,000, or 48.1% of the total. Daytime revenue declined 3.6% for the year, to $1,188,022,000, and was down 5.7% in the fourth quarter. The 17.8% share registered by daytime was slightly higher than the 16.7% of sports, which increased 6.3% to $1,115,870,000. In the fourth quarter, sports was up 6.6%.

Much in the news as a candidate for cost-cutting, news posted the strongest increase of any network daypart, up 8.6%, to $729,098,000. It was presumably helped by the 1986 elections, although it registered a 1% decline during the fourth quarter. The fourth quarter was also the first quarter of the current upfront season, which was generally marked by downward pressure on prices.

Late night revenue was up 6.7%, to $289,530,000 for the year, and was up 4.7% in the fourth quarter. Net revenue from children's programing was down 9.6%, to $144,539,000, with much of that decline coming during the first half of the year. In the fourth quarter the daypart posted a one-tenth-of-one percent increase. Late night counted for 4.3% of the networks' total revenue, while children's programing was

Full-year television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Four quarters '86	$19,865	$49	$0	$0	$1,237	$0	$21,151
Four quarters '85	19,379	0	285	0	2,168	0	21,832
% increase (decrease)	2.51	0	0	0	0	0	(3.12)
All other gross revenue from time sales*							
Four quarters '86	3,759,750	341,666	1,395,998	170,027	1,310,766	855,183	7,833,390
Four quarters '85	3,594,271	318,275	1,448,062	187,862	1,232,103	789,601	7,570,174
% increase (decrease)	4.60	7.35	(3.60)	(9.49)	6.38	8.31	3.48
Total gross revenue from time sales							
Four quarters '86	3,779,615	341,715	1,395,998	170,027	1,312,003	855,183	7,854,541
Four quarters '85	3,613,650	318,275	1,448,347	187,862	1,234,271	789,601	7,592,006
% increase (decrease)	4.59	7.36	(3.61)	(9.49)	6.30	8.31	3.46
Less advertising agency commissions							
Four quarters '86	565,741	52,185	207,976	25,488	196,133	126,085	1,173,609
Four quarters '85	540,937	46,825	215,804	28,033	184,744	118,068	1,134,413
% increase (decrease)	4.59	11.45	(3.63)	(9.08)	6.16	6.79	3.46
Total net revenue from time sales							
Four quarters '86	3,213,874	289,530	1,188,022	144,539	1,115,870	729,098	6,680,932
Four quarters '85	3,072,713	271,450	1,232,543	159,829	1,049,527	671,533	6,457,593
% increase (decrease)	4.59	6.66	(3.61)	(9.57)	6.32	8.57	3.46

*Includes $55,478,000 in color insertion revenue reported by two networks for 1985 and $42,560,000 for 1986.

Fourth-quarter television network revenues 1986 versus 1985

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Fourth quarter '86	$5,429	$0	$0	$0	$160	$0	$5,589
Fourth quarter '85	5,985	0	285	0	2,063	0	8,333
% increase (decrease)	(9.29)	0	0	0	(92.24)	0	(32.93)
All other gross revenue from time sales*							
Fourth quarter '86	1,024,601	89,977	352,769	61,617	564,874	216,386	2,310,224
Fourth quarter '85	989,918	85,912	373,810	61,534	528,434	216,654	2,256,262
% increase (decrease)	3.50	4.73	(5.63)	0.13	6.90	(0.12)	2.39
Total gross revenue from time sales							
Fourth quarter '86	1,030,030	89,977	352,769	61,617	565,034	216,386	2,315,813
Fourth quarter '85	995,903	85,912	374,095	61,534	530,497	216,654	2,264,595
% increase (decrease)	3.43	4.73	(5.70)	0.13	6.51	(0.12)	2.26
Less advertising agency commissions							
Fourth quarter '86	152,128	13,298	52,564	9,261	84,461	34,182	345,895
Fourth quarter '85	148,709	12,648	55,732	9,239	79,486	32,439	338,254
% increase (decrease)	2.30	5.14	(5.68)	0.24	6.26	5.37	2.26
Total net revenue from time sales							
Fourth quarter '86	877,902	76,679	300,205	52,356	480,573	182,204	1,969,918
Fourth quarter '85	847,194	73,264	318,363	52,295	451,011	184,215	1,926,341
% increase (decrease)	3.62	4.66	(5.70)	0.12	6.55	(1.09)	2.26

*Includes $10,653,000 in color insertion revenue reported by two networks for 1985 fourth quarter and $11,170,000 for 1986 fourth quarter.

2.2%.

Despite the changes in marketplace psychology and advertisers' shifting dollars between time periods, the dayparts last year accounted for roughly the same proportion of total dollars as they did in 1982, the last comparable year on the quadrennial revenue cycle. At that time, prime time contributed 47.2% of total revenue, daytime 19.9%, sports 15.9%, news 9.2%, late night 5.3% and children's 2.5%. In the intervening years, prime time, sports and news have gained. ☐

Controversy erupts over Radio Marti "interview"

Service to Cuba, with assist from NSC, prepared questions for President that NSC also helped answer; Pell criticizes practice, Fitzwater defends

There are interviews with the President. Then there are "interviews" in which questions are submitted in writing and generate answers written for the President by members of his staff, including the National Security Council, and reported as the President's.

That technique came to light last week when reporters questioned White House spokesman Marlin Fitzwater about reports of a Radio Marti "interview" with President Reagan, broadcast to the station's Cuban constituency last June. The questions had been drafted by Radio Marti staffers, then reworked by the NSC, which also prepared the answers. The President did not even read the answers in full; only a sentence or two before a translator took over to complete the answers in Spanish.

The "interview," which Senator Claiborne Pell (D-R.I.) denounced as "staged" but which VOA Director Richard Carlson defended as intended to provide "a clear and accurate picture of American foreign policy," was disclosed at a hearing of the senator's Foreign Relations Committee on the U.S. Information Agency's authorization request for 1988 and 1989. Radio Marti is an arm of USIA's Voice of America and is subject to its charter, which mandates traditional journalistic standards. But the president of the American Federation of Government Employes local at USIA, Norman W. Painter, cited the broadcast as evidence of Radio Marti's failure to meet those standards. He called the broadcast "a journalistic sham."

Fitzwater, in a press briefing in which he took questions on the issue, did not defend the Radio Marti broadcast specifically. But he said the technique employed was "not so different from that used in any number of other [presidential] interviews with commercial publications and broadcasters." He said many publications "send in written questions and ask us to provide written answers in the name of the President." He called it "a fairly common practice." Indeed, he said he had on his desk at the time "at least five requests from private publications such as yours—all of yours, collectively—that ask for essentially the same thing."

It is not clear how traditional such an "interview" technique is, or how widely it is employed. Ron Nessen, who was President Ford's press secretary and now runs the Mutual Broadcasting System's news operation, said he could not recall "anything like this at all" when he was in the White House. Jody Powell, who was Jimmy Carter's spokesman and is now chairman of Ogilvy & Mather Public Affairs in Washington, said there were "some occasions" when questions were submitted in writing and answers produced and sent back "with the President's approval." But those occasions "were not frequent," Powell said, and they did not involve "large news organizations." Spokesmen for the networks said they have policies prohibiting their correspondents from engaging in such a practice. At most, ABC News Washington Bureau Chief George Watson said, the submission of written questions may be recognized as the only way to gain access to a foreign leader. But if that tactic is employed, Watson said, it is disclosed on the air.

That kind of truth-in-packaging was not observed by Radio Marti in the case of the President's appearance. The introduction to the question-and-answer session described it as a "special interview." Fitzwater said the White House never describes exchanges of written questions and answers as interviews. But Radio Marti's failure to be as fastidious was not unusual, according to Fitzwater. He said "publications and broadcasters often do" describe "scripted" exchanges involving the President as "interviews." Fitzwater offered no specific examples or names.

Senator Pell, in reaction to Painter's disclosure, made it clear he disapproved. "Let's agree that in the future there will be no more staged interviews," he said.

But VOA officials deny any impropriety was involved. "There was no intent to deceive," Carlson said. "It was the President responding to questions on foreign policy as it relates to Latin America." He also said, "It is not uncommon for questions to be submitted to a head of state. The purpose was to provide a clear and accurate picture of foreign policy as articulated by the President."

The Radio Marti "special interview" was conducted at the White House by the director of Radio Marti, Ernesto Betancourt, who is not a journalist. According to a memorandum that VOA officials prepared after talking to Betancourt in December—and that Painter obtained and introduced into the record of the Senate Foreign Relations Committee hearing—the Radio Marti director asked the questions "as the senior member of the delegation." ☐

NBC remains on top in prime time

NBC took week 25 (ended March 15) in the prime time ratings with an 18.2 rating and a 29 share. CBS followed with a 15.1/24 and ABC had a 13.4/21.

A break from the typical top-five shows for the week was made when NBC aired the made-for *Rags to Riches*, on Monday from 8 p.m. to 10 p.m. and pulled in a 25.3/36. *Rags* ranked fourth for the week and aired opposite the first two hours of ABC's rebroadcast of "Star Trek—The Motion Picture." The theatrical movie picked up a 14.3/22 and ranked 32d for the week.

In the news race for week 25, CBS won with a 13.0/23. NBC had a 12.0/22, while ABC finished with a 10.7/19. Last year the news numbers ran CBS 13.1/23, NBC 12.4/22 and ABC 12.0/21.

The HUT level (homes using television) stood at 63.6%, down from week 24's 63.8%, and down from last year's week 25 level of 63.1%.

With five weeks left in the season, the current season-to-date averages are NBC 18.0/28, CBS 16.1/25 and ABC 14.2/22.

NBC took Monday, Tuesday, Thursday and Saturday. CBS took Friday and Sunday. ABC took Wednesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	36.6/54
2.	Family Ties	NBC	36.0/52
3.	Cheers	NBC	25.8/39
4.	Monday Night Movies	NBC	25.3/36
5.	Murder, She Wrote	CBS	24.8/36
6.	Golden Girls	NBC	23.8/38
7.	60 Minutes	CBS	23.4/37
8.	Growing Pains	ABC	22.6/33
9.	Who's the Boss?	ABC	21.7/33
10.	Matlock	NBC	20.9/31
11.	Moonlighting	ABC	20.0/30
12.	Sunday Night Movie	NBC	19.2/29
13.	Amen	NBC	18.9/32
14.	Magic-David Copperfield	CBS	18.8/32
14.	People's Choice Awards	CBS	18.8/28
16.	Dallas	CBS	18.6/30
17.	L.A. Law	NBC	17.5/28
18.	Rags to Riches	NBC	17.3/25
19.	Houston Knights	CBS	17.1/28
20.	Cagney & Lacey	CBS	16.9/28
20.	Hunter	NBC	16.9/30
22.	Perfect Strangers	ABC	16.6/26
22.	227	NBC	16.6/27
24.	Dynasty	ABC	16.5/25
25.	Falcon Crest	CBS	16.4/29
26.	Sunday Night Movie	ABC	16.2/24
27.	Knots Landing	CBS	15.7/26
27.	Newhart	CBS	15.7/22
29.	Hotel	ABC	15.6/27
30.	Miami Vice	NBC	15.2/24
31.	Our House	NBC	15.0/23
32.	Monday Night Movie	ABC	14.3/22
32.	Hill Street Blues	NBC	14.3/25
34.	Facts of Life	NBC	14.2/24
35.	Harry	ABC	14.0/22
36.	Kate & Allie	CBS	13.9/20
37.	20/20	ABC	13.7/22
37.	Highway to Heaven	NBC	13.7/21
39.	Cavanaughs	CBS	13.5/19
40.	CBS Sports Special	CBS	13.3/22
41.	Webster	ABC	13.0/22
41.	Crime Story	NBC	13.0/23
43.	Tuesday Movie	CBS	1[illegible]/21
44.	My Sister Sam	CBS	12.7/18
45.	Remington Steele Special	NBC	12.1/20
46.	Disney Sunday Movie	ABC	11.9/18
46.	Jack & Mike	ABC	11.9/21
48.	Ohara	ABC	11.7/19
49.	Saturday Movie	CBS	11.5/20
50.	Sidekicks	ABC	11.3/19
51.	Sledge Hammer	ABC	11.0/18
52.	Colbys	ABC	10.8/16
53.	Beach Boys Special	ABC	10.6/17
54.	Simon & Simon	CBS	10.0/15
55.	Spenser: For Hire	ABC	9.9/18
56.	Amazing Stories	NBC	9.8/16
57.	Amazing Stories Special	NBC	9.6/17
58.	Starman	ABC	8.1/14
59.	Wizard	CBS	7.8/11
60.	Spies	CBS	7.7/11
61.	Our World	ABC	6.2/9
61.	NBC News: Nuclear Power	NBC	6.2/11

*indicates premiere episode

said ESPN accounted for "approximately 10%" of the rights payments under the new pact, which would put it at about $47.6 million annually. But sources close to the negotiations said the cable network would probably account for closer to 11.5% of the total, or close to $55 million, leaving ABC to account for the balance of $116 million for 16 regular season Monday night games. On a per-game basis, ABC will pay slightly more than $7.2 million, which is close to more recent estimates as to what the network paid for each of 21 games last season. That package included 16 Monday games and five additional games broadcast on Thursday, Friday or Sunday evenings.

Network executives last week were downplaying the impact of cable's entrance in the NFL coverage. The net result, they point out, is coverage of three additional NFL games per season, because five games out of its eight-game regular season package (ESPN will also air four pre-season contests, as well as the Pro Bowl) will include the five "special" broadcasts that ABC has given up. "A crucial point in the discussions was the fourth carrier," said Neal Pilson, president, CBS Sports. "On balance we don't think ESPN will have a significant impact on our broadcast schedule. Its really only a net addition of three games." Pilson said all three networks had an opportunity to pick up the fourth package and all three passsed.

Kenneth Schanzer, executive vice president, NBC Sports, said, "When we went in we hoped it would be possible to do a deal without a fourth distributor because it might end up diluting the value of our games." But, he said, the fourth carrier became unavoidable as the league sought to minimize the loss of TV revenue. The ESPN package, he said, is "the least intrusive and dilutive way" the league could do that. "We are not looking at another national distribution system here. Audiences will be low and overexposure won't be a problem." As to what the long term impact may be Schanzer said only time will tell.

Meanwhile, ESPN officials, discussing the deal with reporters at the National Cable Forum in New York last week, suggested the implications of pact the could be much more profound. "The NFL has been the only major sports event not on cable," said ESPN President William Grimes. Roger Werner, the company's executive vice president, said the network is projecting an annual net growth rate of between 6% and 7% over the three-year life of the pact, which would boost the network's subscriber universe from 41 million to perhaps 50 million.

Advertising rates have not yet been established for any parts of ESPN's NFL package, the executives said. The eight Sunday games will air in the last eight weeks of the season, when colder weather and races to the playoffs should deliver an average 9 rating or better, they said, higher than the record 8 rating once generated by a St. Johns college basketball game. Grimes and Werner suggested it was not unrealistic to assume the rates would be the highest of any program on the channel. They said that 40% of the NFL inventory, or 20 to 24 30-second units, would go to affiliates (the usual split is 80% network/20% local), which should more than offset planned rate increases of between 10 cents and 20 cents per subscriber. Affiliates that reject a rate hike of that magnitude may continue as affiliates but would not be fed the NFL games.

ESPN has the cable rights to the package within its entire satellite footprint and may offer the games to Canada's The Sports Network, to which it already supplies some programing. However, the network is also required by the terms of the pact to make the games available over-the-air in the away markets for each of its telecasts and in the

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no other broadcast interests. Buyer is owned by WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and has interest in four weekly newspapers in New York and New Jersey. Filed March 2.

New Stations

- **North Crossett, Ark.**—Larry G. Fuss seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1901, El Dorado, Ark. 71731. Principal has interest in KIXK(FM) El Dorado and KZRQ(TV) Pine Bluff, both Arkansas. Filed March 13.
- **China Lake, Calif.**—Roy William Mayhugh seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 701 W. Perdew Ave., Ridgecrest, Calif. 93555. Principal has no other broadcast interests. Filed March 13.
- **San Jacinto, Calif.**—Marvin G. Schwartz seeks 96.1 mhz; 141 w; HAAT: 1113 ft. Address: 4507 Park Allegra, Calabasas, Calif. 91302. Principal has interest in KVOL-(AM) Big Lake, Tex. Filed March 12.
- **Twentynine Palms, Calif.**—Morongo Basin Broadcasting Corp. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 56165 29 Palms Highway, Yucca Valley, Calif. 92284. Principal is equally owned by Cynthia M. Daigneault and her husband, Gary, and Joylan M. Van Elgort, and her husband, Howard. Filed March 11.
- **Twentynine Palms, Calif.**—Rick L. Murphy seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 2908 Saratoga Ave., Lake Havasu City, Ariz. 86405. Principal has no other broadcast interests. Filed March 6.
- **Twentynine Palms, Calif.**—Westwind Radio Co. seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 3100 West 16th, Yuma, Ariz. 85364. Principal is owned by Vincent Bosquez, who has no other broadcast interests. Filed March 11.
- **Twentynine Palms, Calif.**—Perfect Palms Ltd. Partnership seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 73435 Yucca Ave., 92277. Principal is owned by James Smith and four others. It has no other broadcast interests. Filed March 11.
- **Twentynine Palms, Calif.**—Wade Axell seeks 107.7 mhz; 3 kw; HAAT: 300 ft. Address: 18719 Meadowlark Ct., Penn Valley, Calif. 95946. Principal also owns KSAY(FM) Fort Bragg, Calif. Filed March 11.
- **Twentynine Palms, Calif.**—Courtney Ftatu seeks 107.7 mhz; 120 w; HAAT: 1,629.8 ft. Address: P.O. Box 1918, Yucca Valley, Calif. 92286. Principal has interest in KSZL(AM)-KDUC(FM) Barstow, and KSES(AM) Yucca Valley, both California. Filed March 10.
- **Washington**—Rick L. Murphy seeks 107.7 mhz. Address: 2908 Saratoga, Ave., Lake Havasu City, Ariz. Applicant has interest in KWAZ(FM) Needles, Calif.; KBAS-(AM) Bullhead City, Ariz., and KZUL-FM Lake Havasu City, Ariz. His sister, Cynthia Romero, has interest in KZUL-FM. His wife, Janice, has interest in KORS-FM Desert Center, Calif., and KYPB(AM) Quartzsite, Ariz. Filed March 6.
- **Orlando, Fla.**—Rayfield Crume seeks 100.5 mhz, 50 kw, HAAT: 492 ft. Address: 5433 Lescot Lane, Orlando, Fla. 32811. Principal has no other broadcast interests. Filed March 9.
- **Quincy, Fla..**—Quincy Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.
- **Quincy, Fla..**—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.
- **Quincy, Fla..**—Uptown Broadcasting Inc. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 219 East Virginia St., Tallahassee, Fla. 32301. Principal is owned by Harold C. Hunter and four others. It has no other broadcast interests. Filed March 9.
- **Sparta, Ga.**—Larry Rogers Scott seeks 102.7 mhz; 3 kw; HAAT: 300 ft. Address: 1605 Carlisle Dr., Mobile, Ala. 36618. Principal has no other broadcast interests. Filed March 13.
- **Sparta, Ga.**—Clarence T. Barinowski seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of nonprofit Augusta Radio Fellowship, which owns WLPE(FM) Augusta. Filed March 13.
- ***Statesboro, Ga.**—Bible Baptist Church Inc. seeks 90.3 mhz; 3 kw; HAAT: 328 ft. Address: 151 Northside Dr., 30458. Principal is nonprofit corporation headed by Lee Driggers. Filed March 9.
- **Beaver Dam, Ky.**—Beaver Dam Broadcasting Co. seeks 102.7 mhz; 2 kw; HAAT: 387 ft. Address: Rt. 4, Morgantown, Ky. 42261. Principal is owned by Charles Black and his wife, Mary. It also owns WLBQ(AM) Morgantown, Ky. Filed March 12.
- **Beaver Dam, Ky.**—Michael Brent Ferguson seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 3440 Mason Dr., Orlando, Fla. 32086. Principal has no other broadcast interests. Filed March 12.
- **Springfield, Ky.**—Jamie Whitlock seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 224 N. Spalding Ave., Lebanon, Ky. 40033. Principal has no other broadcast interests. Filed March 12.
- **Springfield, Ky.**—Washington-Marion Sound Corp. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 108 W. Main St., 40069. Principal is owned by H. Edward O'Daniel and his wife, Margaret. It has no other broadcast interests. Filed March 13.
- **Springfield, Ky.**—Ronald M. Livengood seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 966, 35768. Principal also owns WSGG(AM)-WKEA-FM Scottsboro, Ala. Filed March 13.
- **Springfield, Ky.**—David L. Cunningham seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1311 Williard , Canadian, Tex. 79014. Principal is buying 25% interest in KEZP-(AM) Canadian, Tex., where he is general manager. Filed March 13.
- **Springfield, Ky.**—Heartland Communications Inc. seeks 102.7 mhz, 3 kw, HAAT: 328 ft. Address: U.S. Highway 68, West, Campbellsville, Ky. 42718. Principal is owned by George E. Owen Jr., president (98%); Marti Hazel (1%) and James Jackson (1%). It owns WKXJ(AM)-WCKQ-FM Campbellsville, Ky. Filed March 6.
- **Vineyard Haven, Mass.**—Dale C. O'Hayer seeks 830 khz, 1 kw-D, 3 kw-N. Address: RFD 479, Vineyard Haven, Mass. 02568. Principal has no other broadcast interests. Filed March 5.
- **Brewer, Maine**—Michael Venditti seeks 1600 khz, 5 kw-U. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 5.
- **La Crescent, Minn.**—Steven B. Courts seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 1111 LaCrosse St., LaCrosse, Wis. 54601. Principal has no other broadcast interests. Filed March 13.
- **La Crescent, Minn.**—Gwendolyn M. Gutzel seeks 102.7 mhz; 700 w; HAAT: 684 ft. Address: 1633 Redfield St., LaCrosse, Wis. 54601. Principal has no other broadcast interests. Filed March 12.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

- **La Crescent, Minn.**—White Eagle Broadcasting Inc. seeks 102.7 mhz; 1.9 kw; HAAT: 411 ft. Address: 2161 Wedgewood Dr., East, La Crosse, Wis. 54601. Principal is owned by Eleanor St. John, Richard T. Wilson and two others. It has no other broadcast interests. Filed March 13.
- **La Crescent, Minn.**—Kendall Durfey seeks 102.7 mhz; 720 w; HAAT: 600 ft. Address: P.O. Box 1, Coweta, Okla. 74429. Principal has interest in KTCR(AM) Wagoner, Okla. Filed March 13.
- **La Crescent, Minn.**—La Crescent Community Broadcasters seeks 102.7 mhz, 1.7 kw, HAAT: 433 ft. Address: 829 6th Ave. North, Onalaska, Wis. 54650. Principal is owned by Roger Lonnquist and Scott Neader. It has no other broadcast interests. Filed March 6.
- **Meredith, N.H.**—Winnipisaukee Broadcasting Co. seeks 101.5 mhz; 2 kw; HAAT: 121 m. Address: P.O. Box 760, Kingston, N.H. 03848. Prinicipal is owned by Richard A. DeFabiom, William G. Steele and William Tucker. It owns WYRY(FM) Hinsdale, N.Y. Filed March 9.
- **Burlington, N.J.**—Michael Venditti seeks 1600 khz, 1 kw-D, 0.5 kw DA-N. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 9.
- **Webster, N.Y.**—Webster-Fuller Communications Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1204 Appian Dr., Webster, N.Y. 14580. Principal is owned by Donna Fuller and two others. Filed March 12.
- **Webster, N.Y.**—Joseph C. Motto seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 4133 Albany St., Albany, N.Y. 12205. Principal has no other broadcast interests. Filed March 12.
- **Webster, N.Y.**—Peter A. Broikou seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 1159 Woodsboro Farms, Webster, N.Y. 14580. Principal has no other broadcast interests. Filed March 13.
- **Webster, N.Y.**—Webster Broadcast Associates seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 6800 Fleetwood Rd., Ste. 610, McLean, Va. 22101. Principal is owned by Jo Ann Simpson and Phillip Y. Hahn. Hahn has interest in WLPY(AM) Purcellville, Va. Filed March 13.
- **Webster, N.Y.**—Wester Communications seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: R.R. #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, former owner of Golden Bear Communications. Filed March 13.
- **Webster, N.Y.**—Bay Area Communications seeks 102.7 mhz; 3 kw; HAAT: 234.8 ft. Address: 32 Lake Rd., 14580. Principal is owned by Vannessa L. Lang, who has no other broadcast interests. Field March 13.
- **Webster, N.Y.**—CCI-FM Ltd. seeks 102.7 mhz; 3 kw; HAAT: 328 ft. Address: 11675 Darlington St., Ste. 103, Los Angeles, Calif. 90049. Principal is owned by Cory Rodriguez and 22 others. It has no other broadcast interests. Filed March 13.
- **Ketchum, Okla.**—Quinton D. Burge seeks 107.5 mhz, 50 kw, HAAT: 492 ft. Address: Route 3 Box 111, Vinita, Okla. 74301. Principal has no other broadcast interests. Filed March 9.
- **Ketchum, Okla.**—Brite-Lite Broadcasting seeks 107.5 mhz, 50 kw, HAAT: 500 ft. Address: P.O. Box 446, Vinita, Okla. 74301. Principal is owned by George Ballew, who has no other broadcast interests. Filed March 9.
- **Ketchum, Okla.**—Gary Scott Lanier seeks 107.5 mhz; 50 kw; HAAT: 150 ft. Address: Route 1, Box 210 B, Miami, Okla. 74354. Principal has no other broadcast interests. Filed March 9.
- **Lone Grove, Okla.**—Ruel P. Wilson seeks 106.7 mhz; 3 kw; HAAT: 328 ft. Address: 2007 N Commerce, Ardmore, Okla. 73401. Principal has no other broadcast interests. Filed March 9.
- **Vinita, Okla.**—LeeMay Broadcasting Services Inc. seeks 107.5 mhz, 50 kw, HAAT: 492 ft. Address: 410 East Illinois, Vinita, Okla. 74301-3238. Principal is owned by Jackie D. Lee (80%) and Robert L. May (20%). They have interest in, and their wives are officers of, KVIN(AM) Vinita. Filed March 4.
- **Narragansett Pier, R.I.**—Blount Communications Inc. seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 19 Luther Ave., Warwick, R.I. 02886. Principal is owned by William A. Blount and his wife Ruth. It also owns WARV(AM) Warwick, R.I., WFIF(AM) Milford, Conn. and KHYM-(AM) Gilmer, Tex. Filed March 13.
- **Narragansett Pier, R.I.**—Narragansett Resort Radio seeks 102.7 mhz; 3 kw; HAAT: 492 ft. Address: 2356 Friar Station, Providence, R.I. 02918. Principal is owned by Susan L. Kenary, who has no other broadcast interests. Filed March 13.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Mar 30

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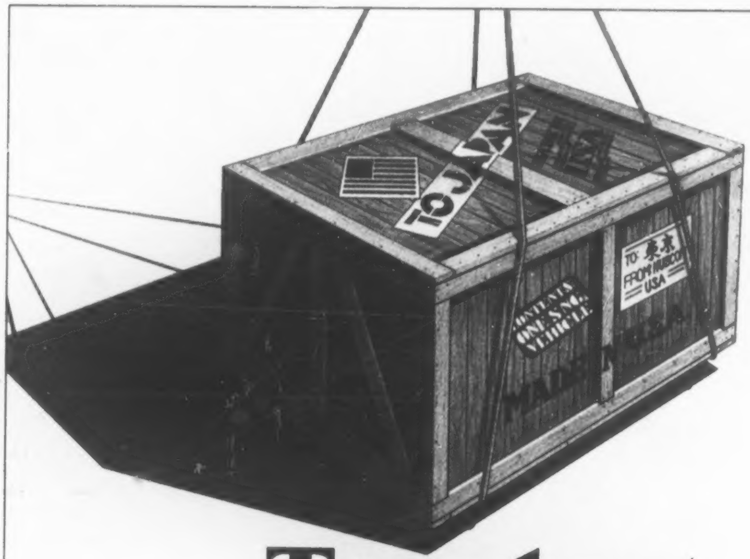
3/31/87



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Vol. 112 No. 13

Broadcasting Mar 30

FCC acts on must-carry rules
At Large with Al Swift □ NAB opens in Dallas
At Large with CAB's Bob Alter and Ed Bennett

FOR A FEE □ FCC approves new must-carry rules with A/B switch caveat that cable operators can charge for installation of devices. **PAGE 55.**

SWEEPING RESULTS □ Market-by-market breakdown finds NBC atop Arbitron's prime time February sweeps. **PAGE 61.**

SWIFT AT LARGE □ Representative Al Swift (D-Wash.) has been on leading edge of congressional movement to make ratification of public interest standard part of license renewal legislation.

NAB 87 □ National Association of Broadcasters opens its 65th annual convention in Dallas. **PAGE 83.** An agenda appears on **PAGE 84.** Product enhancements dominate exhibit floor. **PAGE 96.** A complete review of exhibitors begins on **PAGE 100.**

ON
ARENA
THEATER
NAB
EXHIBITS

CABLE CLEARED □ Supreme Court upholds appeals court ruling that struck down Utah cable indecency statute. **PAGE 143.**

FOX TALK □ Fox Chairman Barry Diller, in previewing network lineup, estimates company will bring in $125 million in first year. **PAGE 150.**

GAINING GROUND □ Cable television takes a small but growing slice of the advertising pie. On the eve of the Cabletelevision Advertising Bureau's sixth convention, BROADCASTING sat down with CAB executives Bob Alter and Ed Bennett (Viacom Cable) to discuss where cable advertising has been and where it's going. **PAGE 154.**

BLAIR OFFER □ Former CBS executive James Rosenfield heads group vying for certain broadcast assets of John Blair & Co. **PAGE 166.**

NEWS REVIEW □ Top network news producers differ over how budget cuts will affect quality of network news. **PAGE 174.**

MAN OF ACTION □ Massachusetts Representative Edward Markey brings a passionate public spirit to what he says will be a "vigorous" chairmanship of the House Telecommunications Subcommittee. **PAGE 199.**

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emotional reasons," Matthews said.

However, Matthews noted that some have benefited from the changes, among them some agencies "just below the top tier of mega-agencies," which are "delighted with the fallout of the conflicts caused by mega-mergers. They are delighted to find it easier to hire some of the talented people who either lost their jobs in merger activity or who elected to leave the battle to return to more traditional work places."

Matthews's concern, however, was that "all this negative publicity, all this squabble about conflicts, all this conversation about windfall profits and overnight millionaires has the potential to trickle down and affect our entire business. Some people feel that all this negativism has created a crisis in advertiser confidence in their agencies and that the marketing partnership, which has worked so well for the mutual benefit of agencies and advertisers alike, may be seriously threatened."

Among the other problems facing the agency business, Matthews said, is "the shrinking revenue base... [The] typical agency is facing severe pressure on the bottom line"; a loss of productivity in the past 25 years, and a "growing number of big advertisers [that are] fractionating their marketing efforts, by moving sizable dollars inside." Additionally, he said, while it has been estimated that in 1986 there was a 7.7% increase in advertising media growth, that percentage is less than that of other marketing expenditures, he said.

Another major problem cited by Matthews is "the crisis in advertiser confidence in agencies" and a diminished image of advertising agencies. Matthews said that he believes "that most of the agency mergers were or normally would be perceived among advertisers as evolutionary development matching the advertiser merger activity." But, he said, "the pace of the merger activity and the fact that a sizable number of U.S. agencies were sold to a 'foreign' agency group seemed to evoke an unusally violent reaction by U.S. advertisers."

Matthews said that "the bottom line is that many advertiser top management people view us in a less favorable light than, say, two years ago. We appear less responsible, less accountable, less business-like. We appear more money-oriented and less creative-oriented. We are less likely to be considered business-marketing-partners than we were two years ago." While solutions to the problems are difficult, Matthews said, "the way back to a more professional, credible relationship with our clients lies in responsible actions" and a reemphasis on creativity.

Creative ideas "give a company a brand new and fresh consideration in the consumer's mind... If you're truly looking for ideas which will inspire and move people to buy your company, your service, your products, then your greatest value is the full service agency," he said, adding: "But too many people have lost sight of this inalienable truth. We must find a way to win them back." ☐

NBC gets prime numbers in Arbitron February sweeps

NBC wins prime time daypart in majority of markets; CBS is second, ABC third;

NBC-TV continued its dominance in prime time in the Arbitron sweeps, based on results from 213 Arbitron markets provided to BROADCASTING by the ratings company for the February sweep period.

NBC affiliates won in 110 markets in prime time this time around. CBS came in first in 62 markets, and ABC won in 33 markets. There were eight ties for first place, six between NBC and CBS and two between NBC and ABC.

In the top 10 markets, NBC had outright wins in half of them: Boston, Detroit, Los Angeles, New York and San Francisco. It tied with CBS for first in Washington. CBS's only outright first-place finish in the top 10 came in Dallas. ABC placed first in Chicago, Houston and Philadelphia.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

	1987 TSA households (000)		
ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	18	20	**26**
Albany, Ga. (153)	4	—	**62**
Albany-Schenectady-Troy, N.Y. (51)	74	**91**	89
Albuquerque, N.M. (65)	73	48	**76**
Alexandria, La. (161)	6	—	**44**
Alexandria, Minn. (183)	—	**31**	—
Alpena, Mich. (212)	—	**6**	—
Amarillo, Tex. (117)	**40**	26	31
Ardmore-Ada, Okla. (174)	**22**	20	19
Atlanta (12)	195	203	**221**
Augusta, Ga. (99)	**51**	42	28
Austin, Tex. (72)	47	**59**	44
Bakersfield, Calif. (148)	20	23	**27**
Baltimore (21)	167	156	**202**
Bangor, Me. (154)	17	**26**	**26**
Baton Rouge (91)	**71**	64	44
Beaumont-Port Arthur, Tex. (122)	33	42	**52**
Bend, Ore. (208)	—	4	**5**
Billings-Hardin, Mont. (163)	17	**19**	11
Biloxi-Gulfport-Pascagoula, Miss. (179)	**38**	—	—
Binghamton, N.Y. (132)	12	**44**	19
Birmingham (Anniston), Ala. (43)	91	48	**127**
Bluefield-Beckley-Oak Hill, W.Va. (143)	23	—	**36**
Boise, Idaho (138)	24	21	**30**
Boston (6)	306	292	**355**
Bowling Green, Ky. (197)	**24**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	22	46	**76**
Buffalo, N.Y. (36)	95	105	**119**
Burlington, Vt.-Plattsburgh, N.Y. (93)	16	**42**	41
Butte, Mont. (188)	8	**10**	8
Casper-Riverton, Wyo. (184)	7	7	**12**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	46	40	**55**
Charleston, S.C. (109)	37	45	**46**
Charleston-Huntington, W.Va. (47)	75	72	**123**
Charlotte, N.C. (32)	99	**144**	70
Charlottesville, Va. (196)	—	—	**8**
Chattanooga (80)	52	47	**70**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	12	**15**
Chicago (3)	**545**	387	520
Chico-Redding, Calif. (141)	**29**	20	12
Cincinnati (28)	102	132	**140**
Clarksburg-Weston, W.Va. (166)	—	**27**	23
Cleveland (11)	273	221	**287**
Colorado Springs-Pueblo (100)	**40**	36	38
Columbia, S.C. (88)	32	38	**89**
Columbia-Jefferson City, Mo. (142)	17	26	**31**
Columbus, Ga. (121)	**45**	38	18
Columbus, Ohio (34)	94	117	**129**
Columbus-Tupelo, Miss. (135)	10	30	**53**
Corpus Christi, Tex. (119)	**36**	27	30
Dallas-Fort Worth (8)	245	**253**	236
Davenport, Iowa-Rock Island-Moline, Ill. (74)	48	51	**69**
Dayton, Ohio (48)	68	**103**	81
Denver (19)	178	136	**183**
Des Moines (66)	50	**66**	64
Detroit (7)	274	247	**344**
Dothan, Ala. (160)	10	**39**	—
Duluth, Minn.-Superior, Wis. (120)	28	27	**31**
El Centro, Calif.-Yuma, Ariz. (182)	—	5	**11**
El Paso (105)	35	33	**45**
Elmira, N.Y. (165)	11	—	**17**

ADI (rank)	1987 TSA households (000)		
	ABC	CBS	NBC
Erie, Pa. (137)	22	23	**42**
Eugene, Ore. (133)	26	**29**	15
Eureka, Calif. (187)	—	**9**	**9**
Evansville, Ind. (90)	**50**	39	47
Fargo, N.D. (104)	35	34	**39**
Farmington, N.M. (201)	—	—	**6**
Flagstaff, Ariz. (206)	—	—	**6**
Flint-Saginaw-Bay City, Mich. (56)	89	38	**93**
Florence, S.C. (144)	22	**48**	—
Fort Myers-Naples, Fla. (101)	22	**48**	39
Fort Smith, Ark. (147)	23	**32**	17
Fort Wayne, Ind. (97)	38	**39**	37
Fresno-Visalia, Calif. (63)	58	55	**61**
Gainesville, Fla. (169)	**18**	—	—
Glendive, Mont. (213)	—	**2**	1
Grand Junction-Durango, Colo. (175)	7	**14**	10
Grand Rapids-Kalamazoo, Mich. (40)	93	75	**99**
Great Falls, Mont. (178)	**13**	10	5
Green Bay-Appleton, Wis. (68)	65	51	**67**
Greensboro-Winston Salem-High Point, N.C. (50)	79	104	**106**
Greenville-New Bern-Washington, N.C. (96)	32	46	**63**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	82	103	**141**
Greenwood-Greenville, Miss. (168)	**27**	13	—
Hagerstown, Md. (194)	—	—	**20**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	62	66	**114**
Harrisonburg, Va. (200)	**19**	—	—
Hartford-New Haven, Conn. (23)	120	**161**	94
Helena, Mont. (210)	—	—	**5**
Houston (10)	**246**	185	221
Huntsville-Decatur-Florence, Ala. (89)	44	**49**	48
Idaho Falls-Pocatello (159)	14	**16**	**16**
Indianapolis (24)	114	136	**146**
Jackson, Miss. (85)	29	56	**65**
Jackson, Tenn. (191)	**29**	—	—
Jacksonville, Fla. (57)	51	**86**	62
Johnstown-Altoona, Pa. (86)	—	53	**89**
Jonesboro, Ark. (176)	**30**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	26	**30**	**30**
Kansas City, Mo. (29)	115	128	**142**
Knoxville, Tenn. (61)	60	**75**	52
La Crosse-Eau Claire, Wis. (136)	19	30	**39**
Lafayette, Ind. (192)	—	**13**	—
Lafayette, La. (112)	43	**58**	—
Lake Charles, La. (172)	—	—	**41**
Lansing, Mich. (102)	—	**54**	47
Laredo, Tex. (199)	**4**	3	**4**
Las Vegas (94)	31	37	**48**
Laurel-Hattiesburg, Miss. (162)	—	—	**35**
Lexington, Ky. (73)	38	**66**	54
Lima, Ohio (195)	—	—	**18**
Lincoln-Hastings-Kearney, Neb. (92)	27	**47**	16
Little Rock, Ark. (53)	76	68	**93**
Los Angeles (2)	616	541	**670**
Louisville, Ky. (49)	59	98	**113**
Lubbock, Tex. (150)	20	24	**26**
Macon, Ga. (131)	17	**40**	20
Madison, Wis. (107)	38	**44**	40
Mankato, Minn. (209)	—	**10**	—
Marquette, Mich. (185)	—	**18**	—
McAllen-Brownsville, Tex. (116)	**29**	25	21
Medford, Ore. (155)	13	18	**33**
Memphis (39)	76	109	**135**
Meridian, Miss. (177)	**20**	9	7
Miami (14)	178	**199**	187
Milwaukee (30)	105	113	**141**
Minneapolis-St. Paul (15)	168	**176**	168
Minot-Bismarck-Dickinson, N.D. (146)	9	24	**38**
Missoula-Butte, Mont. (173)	**17**	13	**17**
Mobile, Ala.-Pensacola, Fla. (55)	68	**85**	82
Monroe, La.-El Dorado, Ark. (115)	13	**58**	35
Montgomery-Selma, Ala. (108)	17	34	**73**
Nashville (31)	90	134	**144**
New Orleans (33)	88	**134**	125
New York (1)	1,001	975	**1,082**
Norfolk-Portsmouth-Newport News, Va. (46)	77	89	**96**
North Platte, Neb. (211)	—	—	**7**
Odessa-Midland, Tex. (140)	28	**29**	25
Oklahoma City (37)	78	**106**	105
Omaha (69)	**75**	60	70
Orlando-Daytona Beach-Melbourne, Fla. (27)	132	121	**151**
Ottumwa, Iowa-Kirksville, Mo. (204)	**19**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	32	68	**71**
Palm Springs, Calif. (181)	8	—	**9**
Panama City, Fla. (171)	18	—	**28**
Parkersburg, W.Va. (198)	—	—	**11**
Peoria, Ill. (103)	38	36	**46**
Philadelphia (4)	**492**	408	473
Phoenix (22)	131	**158**	145
Pittsburgh (13)	**244**	242	213
Portland, Ore. (26)	106	117	**122**
Portland-Poland Spring, Me. (79)	52	42	**57**
Presque Isle, Me. (205)	—	**8**	—
Providence, R.I.-New Bedford, Mass. (42)	88	77	**116**
Quincy, Ill.-Hannibal, Mo. (151)	—	30	**32**
Raleigh-Durham, N.C. (35)	100	**106**	49
Rapid City, S.D. (167)	**25**	—	15
Reno (124)	**28**	20	24
Richmond, Va. (60)	62	**76**	73
Roanoke-Lynchburg, Va. (71)	40	**69**	65
Rochester-Austin, Minn.-Mason City, Iowa (149)	22	19	**30**
Rochester, N.Y. (70)	54	64	**68**
Rockford, Ill. (114)	33	31	**40**
Roswell, N.M. (180)	—	**15**	—
Sacramento-Stockton, Calif. (20)	129	139	**185**
St. Joseph, Mo. (189)	**17**	—	—
St. Louis (18)	145	192	**225**
Salinas-Monterey-San Jose, Calif. (111)	**49**	21	41
Salisbury, Md. (164)	14	**23**	20
Salt Lake City (41)	104	84	**109**
San Angelo, Tex. (190)	—	**12**	—
San Antonio, Tex. (44)	81	93	**96**
San Diego (25)	94	**111**	103
San Francisco (5)	281	288	**300**
Santa Barbara-Santa Maria, Calif. (113)	**29**	24	20
Sarasota, Fla. (156)	**20**	—	—
Savannah, Ga. (110)	21	**47**	36
Seattle-Tacoma (16)	160	139	**188**
Shreveport, La.-Texarkana, Tex. (62)	75	75	**76**
Sioux City, Iowa (123)	32	12	**37**
Sioux Falls-Mitchell, S.D. (98)	45	**56**	25
South Bend-Elkhart, Ind. (84)	41	57	**69**
Spokane, Wash. (78)	51	50	**60**
Springfield, Mass. (106)	32	—	**49**
Springfield, Mo. (83)	20	57	**67**
Springfield-Decatur-Champaign, Ill. (76)	49	57	**65**
Syracuse, N.Y. (67)	53	74	**76**
Tallahassee, Fla.-Thomasville, Ga. (129)	14	**45**	11
Tampa-St.Petersburg (17)	182	199	**205**
Terre Haute, Ind. (127)	10	34	**45**
Toledo, Ohio (64)	56	79	**89**
Topeka, Kan. (144)	13	**26**	**26**
Traverse City-Cadillac, Mich. (139)	16	**39**	37
Tucson, Ariz. (81)	43	42	**52**
Tulsa, Okla. (52)	**95**	77	76
Tuscaloosa, Ala. (186)	—	**11**	—
Twin Falls, Idaho (203)	—	**8**	—
Tyler-Longview, Tex. (125)	**45**	10	—
Utica, N.Y. (158)	14	—	**28**
Victoria, Tex. (207)	4	—	**7**
Waco-Temple, Tex. (95)	19	**51**	36
Washington (9)	228	**232**	**232**
Watertown-Carthage, N.Y. (170)	—	**17**	—
Wausau-Rhinelander, Wis. (130)	33	**35**	15
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	49	31	**79**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	**52**	47
Wichita-Hutchinson, Kan. (58)	56	**68**	64
Wichita Falls, Tex.-Lawton, Okla. (126)	24	25	**32**
Wilkes Barre-Scranton, Pa. (59)	85	73	**95**
Wilmington, N.C. (152)	28	9	**59**
Yakima, Wash. (128)	21	**28**	24
Youngstown, Ohio (87)	41	52	**62**
Zanesville, Ohio (202)	—	—	**13**

vention made "The Business of Doin' Business" its theme, and, said Doyle: "There is no reason to think that anything besides the business of the business will be more important" to station executives next year. □

Diller previews Fox programing

At gathering of reporters in New York, Fox executive estimates first-year revenue of $125 million

The Fox Broadcasting Co. will generate an estimated $125 million in its first year on the air. That estimate came from Barry Diller, Fox Film Corp. chairman and chief executive officer, during an FBC presentation of new programs to reporters in New York last week. "We don't know really" when the company will turn a profit, Diller added, although the expectation is it will take less than five years. The company launched its first program, *The Late Show Starring Joan Rivers*, last October and is rolling out a five-hour slate of prime time shows starting next Sunday (April 5).

At the screening last week, the sense among reporters was that the one sitcom pilot shown was more permissive in content than would be tolerated on the three broadcast networks. The two stars of the program, Ed O'Neil and Katy Sagal, agreed, suggesting that was the intent, as an added drawing card for viewers. In the pilot there was a running gag about "Al," played by O'Neil who is always seen sitting around the house watching sports on TV with his hands in his pants ("that's because you always make it so cold around here, dear," he explains to his wife). At the end of the show, the couple make their way upstairs to the bedroom and just before the fade-out, Al plants his hand firmly on the buttocks of his wife, played by Sagal.

The two actors suggested last week that was pushing the envelope a little, compared to what the standards and practices departments of the three networks would allow. And, they said, the show's producers (Embassy) intend to maintain that level of permissiveness throughout the series. But Diller said he did not think the program was more permissive than other programs on the air, and added that he thought the pilot could have aired on any of the three networks. He also said that FBC was trying to offer more of the same types of programing already seen on the networks and syndication. "We view ourselves as alternative choice, not alternative programing," he said. "We want to entertain as best we can."

FBC has one executive in charge of monitoring program content, compared to whole departments at each network. Diller said FBC expects producers to keep content within limits commonly accepted in the broadcast industry. "If they don't, we will," he said. And the company has invoked its right to censor. One example involved the pilot seen by reporters last week. There was a joke about what the initials PMS (pre-menstrual syndrome) stood for in the script; "Al" thought it stood for "pummel men's scrotums." That went too far in Diller's view. "We thought it was inappropriate," he said.

As to FBC's performance, Diller said he'd consider it a "very early beginning" if the FBC shows in prime time could generate one-fourth of the rating that similar shows on the three networks get. □

Harmony Gold launches OPT for mini-series, made-for TV movies

Venture, with foreign co-production, will get $90 million in seed money

When the company that produced and distributed *Shaka Zulu* launched a marketing campaign for the controversial 10-hour mini-series last year, its backers worried

Business as usual: NBC wins the week

NBC took week 26 (ended March 22) with a 16.8 rating/27 share. CBS followed with a 14.2/23, and ABC with a 13.5/22. Last year the numbers were CBS 16.3/26, NBC 16.2/26 and ABC 14.3/23.

In evening news, NBC took week 26 with a 12.1/22 over CBS's 11.4/21 and ABC's 9.9/18. A year ago the news numbers ran CBS 12.3/22, NBC 12.2/22 and ABC 11.3/20.

The HUT level (homes using television) was down, standing at 61.8%. Week 25's HUT was 63.6% and a year ago, the HUT stood at 61.9%. This translates into 54.0 million homes tuned in during week 26, compared to week 25's 55.6 million and last year's 53.2 million for that year's week 25.

In the season to date standings, NBC is out in front with an 18.0/28, followed by CBS's 16.1/25 and ABC's 14.2/22.

For the evening finishes, CBS took Monday, Friday and Sunday. NBC took Thursday and Saturday, while ABC took Tuesday and Wednesday.

With President Reagan's press conference and the accompanying news analyses taking up the early part of Thursday evening, the averages closed out lower than usual. NBC won with a 25.6/39.2.

This was also the night for two NBC specials, *Roomies*, which followed immediately after *Cosby* and pulled a 28.9/42 to rank second for the week, and a *Bronx Zoo* special, which closed out the night and picked up an 18.4/32 and ranked 18th.

On Friday, ABC's premiere of *The Charmings* ran at 8-8:30 p.m. and scored an 11.4/19. The new sitcom ran against a repeat broadcast of *The Bugs Bunny/Road Runner Movie* on CBS (9.5/16) and NBC's *Family Ties* (19.3/32).

On Sunday, CBS's movie *Deadly Care* was tops from 9 to 11 p.m. when it racked up an 18.6/31. Part one of NBC's mini-series *Nutcracker: Money, Madness and Murder* pulled a 12.2/20. ABC ran a repeat broadcast of the theatrical "Rough Cut," and picked up a 13.9/23.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	32.6/47
2.	Roomies Special	NBC	28.9/42
3.	Cheers	NBC	26.3/39
4.	Murder, She Wrote	CBS	26.2/39
5.	Growing Pains	ABC	25.0/37
6.	Who's the Boss?	ABC	23.9/36
7.	Golden Girls	NBC	23.3/39
8.	Newhart	CBS	21.9/32
9.	60 Minutes	CBS	21.8/36
10.	Moonlighting	ABC	21.6/33
11.	Designing Women	CBS	19.3/29
11.	Family Ties Special	NBC	19.3/32
13.	Dallas	CBS	19.2/31
14.	Highway to Heaven	NBC	19.1/30
15.	Sunday Movie	CBS	18.6/31
15.	227	NBC	18.6/32
17.	Night Court	NBC	18.5/28
18.	Bronx Zoo Special	NBC	18.4/32
19.	My Sister Sam	CBS	17.7/26
20.	Kate & Allie	CBS	17.6/26
21.	Miami Vice	NBC	17.3/28
22.	Facts of Life	NBC	17.1/30
23.	ALF	NBC	17.0/25
24.	Dynasty	ABC	16.8/26
24.	Amen	NBC	16.8/29
26.	Cagney & Lacey	CBS	16.7/28
26.	Matlock	NBC	16.7/25
26.	Monday Night Movies	NBC	16.7/27
29.	Stingray	NBC	16.6/29
30.	Magnum, P.I.	CBS	16.1/25
31.	Amazing Stories	NBC	16.0/26
32.	Houston Knights	CBS	15.8/28
33.	Valerie	NBC	15.7/23
34.	Jack & Mike	ABC	15.4/27
35.	Hunter	NBC	15.3/29
36.	Perfect Strangers	ABC	15.1/24
37.	20/20	ABC	15.0/25
37.	McGyver	ABC	15.0/22
37.	Rags to Riches	NBC	15.0/22
40.	Hotel	ABC	14.6/26
41.	Hill Street Blues	NBC	14.3/25
42.	Tortellis	NBC	14.0/22
43.	Sunday Night Movie	ABC	13.9/23
44.	Harry	ABC	13.8/22
45.	Webster	ABC	13.5/22
46.	Disney Sunday Movie	ABC	13.4/21
47.	Colbys	ABC	12.8/19
48.	Our House	NBC	12.5/20
49.	Mike Hammer	CBS	12.2/19
49.	Sunday Night Movie	NBC	12.2/20
51.	Charmings	ABC	11.4/19
52.	Ohara	ABC	10.9/19
53.	NCAA Basketball, Thurs.	CBS	10.3/16
53.	NCAA Basketball, Fri.	CBS	10.3/20
55.	Spenser: For Hire	ABC	10.2/20
56.	Bugs Bunny/R. Runner Movie	CBS	9.5/16
56.	News Special	NBC	9.5/17
58.	Outlaws	CBS	9.4/16
58.	Tuesday Movie	CBS	9.4/15
60.	Friday Night Movie	ABC	9.3/15
61.	Starman	ABC	9.2/16
61.	Spies	CBS	9.2/14
63.	Monday Night Movie	ABC	9.1/14
64.	Reagan Analysis	CBS	8.7/13
65.	Saturday Movie	CBS	8.6/16

*indicates premiere episode

change ERP vis. to 1,360 kw and change HAAT to 918.5 ft. Filed March 18.

In Contest

Review board made following decisions:

San Antonio, Tex. (Vela Broadcasting, et al) TV proceeding. Scheduled oral argument for April 3 on exceptions to the initial decision of ALJ Edward J. Kuhlman granting the application of Nueva Vista Productions, Inc. for new UHF commercial television station on channel 60, denying competing app. of Vela Broadcasting Co., San Antonio Video Corp., TV 60 Ltd Partnership, Amistsad Comm. of the Southwest, Pro 60 Comm., San Antonio Broadcasting Inc. Each party has 20 minutes for oral argument. Applicants denied may reserve part of their time for rebuttal. By letter, March 10.

Charlotte Amalie, V.I. (Full Minority Media, et al) FM proceeding. Granted request for settlement agreement between Trans Caribbean Broadcasting Co. and SDP Enterprises, a limited partnership, dismissing app. of Full Minority Media and SDP Enterprises; granted app. of Trans Caribbean Broadcasting Co. for a new FM station at Charlotte Amalie. By MO&O, March 12.

ALJ James F Tierney made following decision:

Charlotte Amalie, V.I. (Franklin D. Graham and Broadcast International, Inc.) TV proceeding. Approved settlement agreement between Graham and Broadcast International, dismissing Graham's app. with prejudice; granted the app. of Broadcast International for new UHF station on channel 43 at Charlotte Amalie, and terminated proceeding. By MO&O, March 12.

ALJ Joseph Chachkin made following decisions:

Morehead City, N.C. (Local Television Associates, Inc. et al) TV proceeding. Approved settlement agreement and dismissed with prejudice applications of Wander Broadcasting of Morehead City, Dr. James E. Carson, and Pine Cone Comm., limited partnership; granted amended app. of Local Television Associates for new commercial television station on channel 8+ at Morehead City, and terminated the proceeding. By MO&O, March 12.

Longview, Tex. (Etex Telemedia adn Channel 54 Broadcasting Co.) TV proceeding. Granted motions for summary decisions by Channel 54 Broadcasting Co. and resolved the short-spacing of air hazard issues in its favor; approved settlement agreement between Etex Telemedia and Channel 54 and dismissed with prejudice app. of Etex Telemedia; granted app. of Channel 54 Broadcasting for new commercial television station on channel 54 at Longview, and terminated the proceeding. By MO&O, March 18.

ALJ John M. Frysiak made following decisions:

Orlando, Fla. (Marlin Broadcasting of Central Florida, Inc. et al) Granted request by Reece Associates, and enlarged issues against Sunshine Television 27 Inc. to determine whether Sunshine misrepresented facts, exhibited a lack of candor, or was grossly negligent in certifying that it was financially qualified to construct and operate its proposed station. By MO&O, March 11.

Delhi, La. (Contemporary Communications, et al) FM proceeding. Granted request by Contemporary Comm. and dismissed its app. with prejudice. By MO&O, March 11.

ALJ Edward J. Kuhlman made following decision:

Andalusia, Ala. (Companion Broadcasting Service Inc. and Jackson-Purnell Broadcasting Co.) FM proceeding. Approved settlement agreement between Companion and Jackson-Purnell and dismissed with prejudice app. of Jackson-Purnell; granted app. of Companion Broadcasting for new FM station on channel 284A (104.7 mhz) at Andalusia, and terminated the proceeding. By MO&O, March 9.

ALJ Edward Luton made following decisions:

Guadalupe, Calif. (Armondo Garcia, et al) FM proceeding. Granted motion by SW/USA Broadcasting Co. and dismissed app. with prejudice. By Order, March 19.

Van Buren, Ind. (Charles J. Saltzman, et al) FM proceeding. By separate orders dismissed with prejudice the app. of Charles J. Saltzman and Marion College; granted motions for summary decisions by Umberger Radio and Altcom of Indiana Inc. and resolved the air hazard issues in their favor. By Order, March 19.

Atlantic City, N.Y. (ACTB, Inc. et al) TV proceeding. Granted motion for summary decision by Garden State Communications and resolved main studio location issue in its favor. By Order, March 19.

Brockport and Webster, N.Y. (State University of New York and Mars Hill Broadcasting Co.) FM proceeding. Approved settlement agreement between State University and Mars Hill and granted State University's amended app. to modify the facilities of WBSU-FM at Brockport by changing from .13 kw to 7.34 kw; granted amended app. of Mars Hill for new noncommercial ed. FM station on channel 207 (89.3 mhz) at Webster, and terminated the proceeding. By MO&O, March 18.

Merkel, Tex. (Southwestern Bell Telephone Co. et al) PLMS proceeding. Granted request by Communications Sales and Service Inc. and dismissed with prejudice its app. for new two-base facilities in PLMS at Merkel; approved settlement between Southwestern Bell and Mobile Phone of Texas Inc; granted amendment by Mobile Phone to remove the exclusivity; granted the app. of Southwestern Bell to establish additional two-way facilities and modify facilities for station KKJ443, 152.57 and 152.78 mhz near Cisco, Tex.; and station KTS227, 152.57 mhz near Sweetwater, Tex., in the PLMS, and terminated the proceeding. By MO&O, March 17.

Charlottesville, Va. (Central Virginia Educational Television Corp. and Shenandoah Valley Educational Television Corp.) ED-TV proceeding. Approved settlement agreement between Central Virginia and Shenandoah Valley and dismissed with prejudice the app. of Shenandoah Valley; granted app. of Central Virginia Educational Television for new noncommercial television station on channel 41 at Charlottesville, and terminated the proceeding. By MO&O, March 17.

ALJ Walter C. Miller made following decisions:

Harwichport, Mass. (Pilgrims Pride Broadcasting Co. Ltd. et al) FM proceeding. granted motion by Pilgrims Pride and dismissed with prejudice app. of Sound Media Ltd. for failure to prosecute, By MO&O, March 13.

Hardeeville, S.C. (Earl T. Brown, et al) FM proceeding. By separate orders, granted request by Radio Hardeeville Ltd. and dismissed app. with prejudice; granted petition by Vivian Lynn Bellairs to enlarge issues against Hardeeville Associates to determine whether Hardeeville Associates falsely certified, made misrepresentation, or lacked candor concerning publication of notice of its application. By MO&O, March 13.

Laramie, Wyo. (Stephen G. Kafka, et al) FM proceeding. granted motion for summary decision by Laramie Women's Hispanic Network and resolved the air hazard issue in its favor. By MO&O, March 19.

ALJ Richard L. Sippel made following decisions:

Bunnell, Fla. (Meredith Corp, et al) TV proceeding. Approved settlement agreement among Bunnell Communications Inc., Meredith Corp., Pollack Broadcasting Co., and Bunnell Broadcasting Corp., and dismissed with prejudice app. of Meredith, Pollack and Bunnell Broadcasting; the appl. of Bunnell Communications and Bunnell Television Co. are retained in hearing status. By MO&O, March 10.

Duluth, Minn. (Robin C. Brandt) TV proceeding. Granted motion by Brandt and conditionally granted her app. for new UHF commercial television station on channel 21 at Duluth, and terminated the proceeding. By Order, March 16.

Jackson, Wyo. (Teton Broadcasting Ltd. Partnership, et al) Granted request by KOVA Communications Ltd Partnership and dismissed its app. with prejudice. By Order, March 9.

ALJ Joseph Stirmer made following decision:

Ukiah, Cal. (Bott Communications, Inc., et al) FM proceeding. Granted motion for partial summary decision by Marilyn !. Johnson and resolved the air hazard issue in her favor. By Order, March 11.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
Existing AM's	
KWOW	KIZN Constant Communications Co. of Idaho Inc., Boise, Idaho
KWRO	KBEY Coquille River Broadcasters Inc., Coquille, Ore.
KKMO	KAMT KAMT. Tacoma, Wash.
Existing FM's	
WWJV	WLCS Win Communications Ltd. Partnership, Jacksonville, Fla.
WTKS	WRXR Pyramid West Corp., Chicago
WMJC	WMKG Liggett Broadcast Inc., Battle Creek, Mich.
WHTO	WTPS-FM Pro Marketing Inc., Muncy, Pa.
WWOK-FM	WJLC-FM South Boston, Va.

Grants

Call	Sought by
New FM's	
*KAXL	Greenacres Educational Broadcasting Foundation, Greenacres, Calif.
*WKTW	Performing Arts Network of N.J., Dover Township, N.J.
*WRVT	Vermont Public Radio, Rutland, Vt.
New TV	
*KUYA	Galveston Educational TV Inc., Galveston, Tex.
Existing AM's	
WKNI	WWLX Allen Carwile, Lexington, Ala.
WREZ	WLSQ Brien Broadcasting, Montgomery, Ala.
KQMQ	KKUA Northpark Media Inc., Honolulu
WKBF	WHBF Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.
Existing FM's	
WREZ-FM	WREZ Brien Broadcasting, Montgomery, Ala.
KLZZ	KEDZ Diaz Broadcasting Co., Los Osos Baywood Park, Calif.
KRXQ	KDJQ Fuller-Jeffrey Broadcasting Corp. of Greater Sacramento, Roseville, Calif.
WPXR-FM	WHBF-FM Roth Broadcasting of Quad Cities Inc., Rock Island, Ill.
*WOLW	WXYB Northern Christian Radio Inc., Cadillac, Mich.
WXLS	WZKX Contemporary Communications, Gulfport, Miss.
WZKX	WQLC Charles Dowdy and J. Morgan Dowdy, a Partnership, Poplarville, Miss.
WQIO	WMVO The Mount Vernon Broadcasting Co., Mount Vernon, Ohio

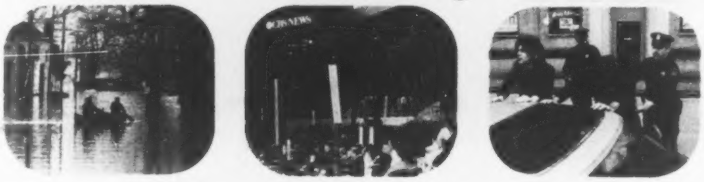
C1750-1
4/10/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 6

The real story here



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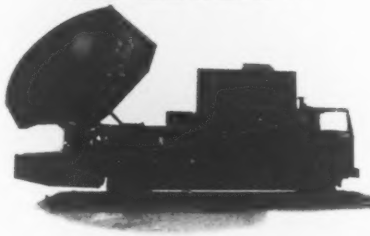

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56th Year 1987

MESSAGES FROM NAB

Vol. 112 No. 14

Broadcasting ▪ Apr 6

Wall-to-wall from the NAB in Dallas
Fox debuts its prime time lineup
Coverage from CAB

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through which to speak to outside constituencies." CEEM intends to work through member associations in reaching a consensus for recommending policies, activities and programs. It does not plan to supersede the policy positions of its member associations or to function in an administrative capacity. CEEM wants to be a catalyst for industry and academic cooperation. Already, the group is involved in discussing funding, accrediting, tenure and faculty and student internships.

Any industry or academic association with an interest in journalism and mass communications education can join the group. The only requirement is that the association appoint a representative to serve as a liaison between CEEM and the member-association. Meetings will be held at least twice a year in conjunction with major gatherings of members, such as the annual conventions of the AEJMC, NAB and RTNDA.

A representative from the industry and from academia will serve as co-chairmen. NAB's Abei and Arkansas State's Hoskins, current president of ASJMC, were elected co-chairmen at CEEM's initial meeting last October in Washington.

One of the group's priorities in 1987 will be to assist in the restructuring of the accrediting council. Because of the broadcasters' intense and united efforts last year—and with unexpected support from several print groups—the council agreed to enlarge. Six additional broadcast seats are expected to be added to the two now held by the NAB and RTNDA, giving the electronic media parity with print, advertising and public relations.

Another CEEM priority this year will be to help assess the results of the Roper survey commissioned by IRTS, NATPE and RTNDA to determine the adequacy of college preparation for radio and television careers. That research will measure perceptions of broadcast professionals as to how well higher education is meeting their needs as employers and to identify desired changes that may be needed in the future by colleges and universities.

The research project itself was a direct result of that original meeting last winter at the NAB, spurred by Ralph Baruch, chairman of Viacom. Baruch, long an advocate of change in mass communications academic programs, brought IRTS together for the first time with NATPE and RTNDA on a joint project. The comprehensive Roper survey, expected to be completed by spring or mid-summer, should have widespread immediate and long-range impact on both broadcasting and the academic community.

There is no delusion that the electronic media and academia will resolve their mutual problems easily. The accrediting situation remains precarious, and many academicians remain distrustful of the industry motives on educational issues. Misunderstandings and disagreements will continue to occur. It will take time, compassion and patience but everyone should benefit by this new spirit of cooperation, especially the ultimate benefactor—the public. ■

Business Briefly

TELEVISION

Home Savings of America □ New campaign that rolled out in late March and will continue indefinitely features documentary approach to stress that company's close customer relationship is its greatest strength. Actual customers are featured in spots, consisting of pool of eight 60-second, eight 30-second and four 10-second commercials. Spots will be telecast in 10 markets on combination of daytime, prime time and late-night programing. Target: adults, 25-54. Agency: Chiat/Day, Los Angeles.

Metro Cable Marketing Co-Op □ Spring campaign of Co-Op representing 30 cable operating companies from New Jersey, New York and southern Connecticut will be fueled by expenditures of $400,000 in television, radio, magazines and direct mail. TV effort will begin on area stations on April 8 and continue until end of month. Radio will run in month of April. Target: adults, 25-54. Agency: Gianettino & Meredith Advertising, Short Hills, N.J.

Savvy Magazine □ Campaign to increase circulation of women's magazine is planned for second and third quarters of year in about 100 markets. Commercials will be slotted in all dayparts. Target: women, 25-49. Agency: TGC/Direct Response Network, Union, N.J.

RADIO

Shaffer Clarke & Co. □ Campaign to introduce Carr's home wheat cookies in

Tops in spot. Top 25 spot radio advertisers in 1986 spent $456,367,000 in medium, increase of 15% over 1985, according to analysis by Radio Advertising Bureau of data supplied by Radio Expenditures Reports (RER). Heaviest user of spot radio for second consecutive year was Anheuser-Busch, which invested $50,420,000, jump of 25.5%. Runner-up was General Motors Corp., with expenditures of $35,153,000, rise of 25.8%. Miller Brewing was third, with spot radio spending of $28,724,000, up 60.1%. PepsiCo's spot radio spending fell by 25.3%, to $22,342,000, to place it fourth. Others losing ground from 1985 to 1986 were Chrysler Corp., down 10.5% to 21,070,000, and Van Munching, down 41.1% to $18,670,000.

1986 Top 25 Spot Advertisers

Client	1986 Spending (000)	1985 rank	1985 Spending (000)	% Change
1. Anheuser-Busch	$50,420	1	$40,034	+25.5%
2. General Motors	35,153	4	27,943	+25.8
3. Miller Brewing	28,724	8	17,946	+60.1
4. PepsiCo	22,342	3	29,925	-25.3
5. Sears, Roebuck	21,928	9	16,704	+31.3
6. Delta Air Lines	21,708	7	19,903	+9.1
7. Chrysler Corp.	21,071	5	23,549	-10.5
8. Southland Corp.	19,962	6	19,926	+0.2
9. Van Munching	18,670	2	31,720	-41.1
10. Pillsbury Co.	18,178	15	11,017	+65.0
11. Texas Air	18,146	10	21,533	-15.7
12. Pabst Brewing Co.	17,914	—	6,345	+182.3
13. Ford Motor Co.	17,610	11	14,613	+20.5
14. Coca-Cola Co.	16,608	25	8,914	+86.3
15. People Express Airlines	16,377	—	2,343	599.0
16. American Airlines	14,407	12	14,205	+1.4
17. Beatrice Cos.	12,110	16	10,759	+12.6
18. George A. Hormel	11,684	18	10,263	+13.8
19. Bell South*	11,376	—	7,143	+59.3
20. Transworld Corp.	11,249	—	11,327	-0.7
21. United Airlines	11,115	17	10,584	+5.0
22. Nissan Motor Corp.	10,382	14	11,896	-12.7
23. Southwestern Bell*	10,317	—	7,996	+29.0
24. Mobil Oil Corp.	9,598	—	6,130	+56.6
25. Martlett Importers	9,318	13	13,972	-33.3
Totals	$456,367		$396,696	+15%

*AT&T and its former subsidiaries spent $51 million in radio during 1986.

'21 Jump Street'

Duet

Ancier sees "a real opportunity to get young audiences" on Sunday nights, when there are no network comedies scheduled at 8-10 p.m. However, he anticipates having to shift some shows from Saturday to Sunday as the Fox season progresses. And that, he concedes, could delay Fox's plans to add a third night in January and another night each year until the network is operating with seven nights of prime time shows. "We can only develop at a certain pace," he said.

To win viewers over from the three networks, Ancier will emulate the practice of his mentor, NBC Entertainment President Brandon Tartikoff, and give shows that have merit time to build an audience. But he also has some tricks up his sleeve for his 18-to-49-year-old target audience. In the planned *Werewolf* series, for example, he said the producers will spend $500,000 on special effects and at least one episode will be done in 3-D.

One of Ancier's biggest worries is that Fox will at some point no longer be able to attract top writers. Talented writers are in demand these days, with some 70 first-run and network comedies on the air. FBC has tried to attract top creative talent by handing over much of the creative control that networks usually exert over scripts—which is

NBC wins news and prime time

NBC won week 27 of the prime time ratings race with a 16.6 rating/27 share, according to A.C. Nielsen. (Week 27 ended March 29.) CBS closed out the week with a 14.5/23, and ABC ended up with a 13.3/22. Last year NBC and ABC tied in week 27, scoring 15.8/26 while CBS scored a 14.2/24.

In evening news, NBC won the week with an 11.5/22 over CBS's 11.4/22 and ABC's 10.8/20. For the 1985-86 season, the 27th week's news race ended with CBS at 12.6/24, NBC 11.9/23 and ABC at 10.9/21.

The HUT level (homes using television) was down from week 26's 61.8%, ending 61.1%.

The season-to-date standings are NBC 17.9/28, CBS 16.0/25 and ABC 14.1/22 for week 27, while at this point last season, the standings were NBC 17.7/28, CBS 16.7/26 and 15.0/23.

In the tally of days won, the only movement out of the ordinary was NBC's Friday win, which the network took away from CBS with a 14.8/25.9, over the latter's 13.7/24.1. It was NBC's fourth Friday win of the season. CBS's Friday lineup was the half-hours *Nothing Is Easy* and *Popcorn Kid*, a one-hour Kenny Rogers special from 9 to 10 p.m. and *Falcon Crest* from 10 to 11 p.m. NBC ran the half-hours *Roomies* and *Amazing Stories* from 8 to 9 p.m., followed by the one-hour *Miami Vice* and *Stingray*.

CBS won the 10-11 p.m. slot with *Falcon Crest*'s 16.0/29, but failed to take the remaining two hours away from NBC. (ABC's *Charmings*, at 8-8:30 p.m., came in second for that half-hour with a 10.6/19, and *Webster*, which followed, scored a 12.1/21, ahead of CBS's *Popcorn Kid*. *Amazing Stories* on NBC at the same time came up with a 12.5/22.) The Kenny Rogers special on CBS pulled in a 14.5/25, significantly lower than the regularly scheduled *Dallas*, which has a season-to-date average of 21.5/34.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	33.5/51
2.	Family Ties	NBC	32.4/49
3.	Cheers	NBC	27.4/41
4.	Golden Girls	NBC	23.4/40
5.	60 Minutes	CBS	22.8/37
6.	Growing Pains	ABC	21.6/32
6.	Murder, She Wrote	CBS	21.6/32
8.	Moonlighting	ABC	21.2/33
9.	Who's the Boss?	ABC	20.9/32
9.	Sunday Movie	CBS	20.9/33
11.	Matlock	NBC	20.3/31
12.	227	NBC	19.7/34
13.	Spitting Image	NBC	19.0/29
14.	Newhart	CBS	18.9/29
15.	Rags to Riches	NBC	18.7/28
15.	Valerie	NBC	18.7/28
17.	Dynasty	ABC	18.6/29
18.	L.A. Law	NBC	18.0/30
19.	Amen	NBC	17.8/31
20.	Designing Women	CBS	17.7/27
21.	ALF	NBC	17.2/26
22.	Miami Vice	NBC	16.8/29
23.	Facts of Life	NBC	16.7/29
24.	Night Court	NBC	16.6/25
25.	Hunter	NBC	16.3/31
26.	Monday Night Movie	ABC	16.2/26
27.	Knots Landing	CBS	16.1/27
28.	Colbys Special	ABC	16.0/28
28.	Falcon Crest	CBS	16.0/29
30.	Kate & Allie	CBS	15.9/24
30.	Magnum, P.I.	CBS	15.9/25
32.	Perfect Strangers	ABC	15.7/25
32.	Cagney & Lacey	CBS	15.7/27
34.	Mike Hammer	CBS	15.6/25
35.	McGyver	ABC	15.5/23
36.	Stingray	NBC	14.7/26
37.	Simon & Simon	CBS	14.6/22
38.	20/20	ABC	14.5/24
38.	Kenny Rogers Special	CBS	14.5/25
38.	Sunday Night Movie	NBC	14.5/23
41.	Down & Out—Donald Duck	NBC	14.0/22
42.	Bronx Zoo	NBC	13.9/24
43.	Our House	NBC	13.7/22
44.	Colbys	ABC	13.6/21
45.	Movie of the Week, Tues.	NBC	13.5/22
46.	Jack & Mike	ABC	13.4/24
47.	Roomies	NBC	13.1/23
48.	Sunday Night Movie	ABC	13.0/21
49.	Popcorn Kid Special	CBS	12.9/19
49.	Houston Knights	CBS	12.9/23
51.	Harry	ABC	12.7/20
52.	Amazing Stories	NBC	12.5/22
53.	Webster	ABC	12.1/21
54.	Tortellis	NBC	12.0/19
55.	Monday Night Movies	NBC	11.5/19
56.	Spenser: For Hire	ABC	11.3/21
57.	Disney Sunday Movie	ABC	11.0/17
58.	Popcorn Kid	CBS	10.8/19
58.	Tuesday Movie	CBS	10.9/18
60.	Ohara	ABC	10.7/19
61.	Charmings	ABC	10.6/19
62.	Nothing is Easy	CBS	10.2/18
63.	Saturday Movie	CBS	9.9/18
64.	Outlaws	CBS	9.1/16
65.	Starman	ABC	8.9/15
66.	Wizard	CBS	8.5/13
67.	Friday Night Movie	ABC	7.4/13
68.	Spies	CBS	7.1/11
69.	Our World	ABC	6.9/11

*indicates premiere episode

cast interests. Buyer is owned by James P. Davis, who has no other broadcast interests. Filed March 23.

■ WSIX-AM-FM Nashville (AM: 980 khz; 5 kw-U, DA-N; FM: 97.9 mhz; 100 kw; HAAT: 1,140 ft.)—Seeks assignment of license from Foster Management Co. to Steve and Tom Hicks for $8.5 million cash. Seller is New York-based venture capital firm principally owned by John Foster, president. It has no other broadcast interests. Buyer, Steve Hicks, is principal owner of Hicks Communications, Austin, Tex.-based group of two AM's and two FM's. Tom Hicks is partner in Hicks & Haas, Dallas-based leverage capital firm, and with his brother, Bill, owns WTAW(AM)-KTSR(FM) College Station, Tex. Filed March 13.

■ KTAM(AM)-KORA-FM Bryan, Tex. (AM: 1240 khz; 1 kw-U; FM: 98.3 mhz; 3 kw; HAAT: 503 ft.)—Seeks assignment of license from KTAM/KORA Radio to Clear Channel Communications Inc. for $4,233,000. Seller is principally owned by David C. Jones and Carolyn G. Vance, who have no other broadcast interests. Buyer is group owned by Lowrey Mays. Filed March 23.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Seeks assignment of license from Alton Finley to Dominion Communications Inc. for $5,000. Seller has interest in WMRB(AM) Greenville and WGCJ-FM Parris Island, both South Carolina. Buyer is equally owned by Finley, Peter Winslow and Nanette Markanas. Filed March 20.

■ KINE(AM)-KDUV(FM) Kingsville, Tex. (AM: 1330 khz; 1 kw-D; FM: 97.7 mhz; 3 kw; HAAT: 150 ft.)—Seeks transfer of control of Whitlock Communications from Ron W. Whitlock to Tom W. White for assumption of liabilities. Seller owns KITE(FM) Portland, Tex. Buyer owns 49% of station. Filed March 20.

■ KEEE(AM)-KJCS(FM) Nacogdoches, Tex. (1230 khz; 1 kw-U; FM: 103.3 mhz; 100 kw; HAAT: 500 ft.)—Seeks assignment of license from R&H Broadcasting Inc. to Multicom Broadcasting Inc. for $1,948,000. Seller is owned by Jimmy Rucker and Robert Hill, who have no other broadcast interests. Buyer is owned by Carolyn G. Vance, her son, William, and Ben D. Downs. It also owns KTAM(AM)-KORA(FM) Bryan, Tex. Filed March 23.

■ KIKN(AM) Pharr, Tex. (840 khz; 5 kw-D; 1 kw-N)—Seeks transfer of control of Bixby Great Electric Radio Co. to John A. Parry for assumption of liabilities. Seller is owned by Michael T. Reichert and Charles A. Whatley and Parry. It also has interest in KUHL(AM)-KXFM(FM) Santa Maria, Calif., and KTXF(FM) Brownsville, Tex. Filed March 23.

■ WWHY(AM) Huntington, W.Va. (1470 khz; 5 kw-D)—Seeks assignment of license from Leo J. Meisel to Marshall University Foundation for $30,000. Seller has no other broadcast interests. Buyer is headed by William C. Marshall. It also owns WMUL-FM Huntington, W.Va. Filed March 20.

New Stations

New AM's

■ Madbury, N.H.—Harvest Broadcasting seeks 1340 khz; 1 kw-U. Address: P.O. Box 105, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who has interest in KTIJ-FM Elk City, KTTL-FM Alva, both Oklahoma, and app.'s for three FM's and two AM's. Filed March 23.

■ Cherry Hill, N.J.—Michael Venditti seeks 1600 khz; 2.4 kw-D; 1 kw-N. Address: 321 Cliff Ave., Beverly, N.J. 08010. Principal has no other broadcast interests. Filed March 23.

■ Klamath Falls, Ore.—Stephen Edward Minshall seeks 1340 khz; 1 kw-U. Address: 1911 Debonaire Ct., Modesto, Calif. 95350. Principal has no other broadcast interests. Filed March 24.

New FM's

■ *Sacramento, Calif.—Sacramento Community Radio Inc. seeks 88.9 mhz; 8 kw; 318 m. Address: P.O. Box 163198, 95816. Principal is nonprofit corporation headed by Robert Jacobson. Filed March 17.

■ *West Sacramento, Calif.—Educational Media Foundation Inc. seeks 88.9 mhz; 2.7 kw; 537.8 m. Principal is nonprofit corporation headed by K. Richard Jenkins, president. Filed March 17.

■ Caney, Kans.—Michael P. Stephens seeks 101.1 mhz; 3 kw; HAAT: 328 ft. Address: Rt. 5, Box 227, Sapulpa, Okla. 74066. Principal also owns KXOJ-AM-FM Sapulpa. Filed March 18.

■ La Crescent, Minn.—La Crescent Community Radio Inc. seeks 102.7 mhz; 3 kw; HAAT: 421.2 ft. Address: 920 Spruce St., 55947. Principal is nonprofit corporation headed by Flora Nielsen. Filed March 16.

■ *Miles City, Mont.—Miles Community College seeks 90.7 mhz; 500 w; HAAT: 153.1 m. Address: 275 Dickinson St., 59301. Principal is educational institution headed by Judson Flower, president. Filed March 25.

■ *Mount Hope N.Y.—Shawangunk Communications seeks 90.1 mhz; 1.8 kw; HAAT: 565 ft. Address: P.O. Box 709, Otisville, N.Y. 10963. Principal is nonprofit corporation headed by Thomas S. Mondell. Filed March 17.

■ *Plattsburgh, N.Y.—Northeast New York Public Telecommunications Council Inc. seeks 91.9 mhz; 380 w; HAAT: 260.3 m. Address: Broad and Beekman PSUC, Plattsburgh, N.Y. 12901. Principal is nonprofit corporation headed by Gerald K. Bates. Filed March 17.

■ Charlottesville, Va.—Virginia Tech Foundation Inc. seeks ch. 89.3 mhz; 8.6 kw; HAAT: 359.3 m. Address: 220 Burruss Hall, Blacksburg, Va. 24061. Principal is educational institution headed by C.A. Cutchins III. Filed March 17.

New TV's

■ McCook, Neb.—Jerrell Kautz seeks ch. 12; ERP vis. 30 kw, aur. 6 kw; HAAT: 313 ft. Address: 402 East 4th St., 69001. Principal has interest in KZMC-FM McCook, Neb. Filed March 25.

■ Syracuse, N.Y.—Christian Discerner Inc. seeks ch. 43; ERP vis. 87.5 kw; HAAT: 77 m. Address: 8315 Tobin Rd., Annandale, Va. 22003. Principal is owned by James L. Oyster, who has no other broadcast interests. Filed March 24.

■ *Waco, Tex.—Central Texas College seeks ch. 34; ERP vis. 80 kw; HAAT: 514.36 ft. Address: Highway 190 W., Killeen, Tex. 76540. Principal is educational institution headed by Luis M. Morton, chancellor. Filed March 13.

■ Sturgeon Bay, Wis.—Sonora S. Wray seek ch. 42; ERP vis. 260 kw, aur. 26 kw; HAAT: 196.5 m. Address: P.O. Box 422, Ashley, Ind. 46705. Principal owns WSSW(FM) Mackinaw City, Mich. Filed March 23.

Facilities Changes

AM's

Tendered

■ KKMC (880 khz) Gonzales, Calif.—Seeks CP to increase night power to 5 kw. Filed March 27.

■ KFEL (970 khz) Pueblo, Colo.—Seeks CP to increase power to 3.2 kw. Filed March 25.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KVSV (1190 khz) Beloit, Kans.—Seeks CP to make changes in ant. sys. Filed March 26.

■ WOKA (850 khz) Penn Yan, N.Y.—Seeks CP to increase power to 1 kw. Filed March 25.

■ KXOJ (1550 khz) Sapulpa, Okla.—Seeks CP to increase power to 2.5 kw. Filed March 27.

■ KBFW (930 khz) Bellingham-Ferndale, Wash.—Seeks CP to change city of license to Bellingham; change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Filed March 30.

■ KUUY (650 khz) Cheyenne, Wyo.—Seeks CP to change city of license. Filed March 25.

Accepted

■ KSKA (91.1 mhz) Anchorage—Seeks CP to change HAAT to 190.2 ft. and make changes in ant. sys. Filed March 30.

■ WKDZ (1110 khz) Cadiz, Ky.—Seeks CP to make changes in ant. sys. Filed March 25.

■ KDEX (1590 khz) Dexter, Mo.—Seeks CP to change TL and make changes in ant. sys. Filed March 27.

FM's

Tendered

■ WDAL (107.1 mhz) Linden, Ala.—Seeks mod. of CP to change TL. Filed March 26.

■ KCIL (107.5 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 980.7 ft. Filed March 25.

■ WBEC-FM (105.5 mhz) Pittsfield, Mass.—Seeks CP to change ERP to 950 w. Filed March 25.

■ WCLV (95.5 mhz) Cleveland—Seeks mod. of CP to change ERP and change HAAT to 620 ft. Filed March 27.

Accepted

■ WGSY (100.1 mhz) Phenix City, Ala.—Seeks CP to change TL. Filed March 25.

■ KYAX (94.5 mhz) Alturas, Calif.—Seeks CP to change HAAT to minus 193.35 ft. Filed March 30.

■ KNCQ (97.3 mhz) Redding, Calif.—Seeks CP to make changes in ant. sys. Filed March 26.

■ KSPN (97.7 mhz) Aspen, Colo.—Seeks mod. of license to relocate main studio outside community of license. Filed March 26.

■ WCTD-FM (107.1 mhz) Federalsburg, Md.—Seeks CP to change ERP to 1.93 kw and change HAAT to 1,334.3 ft. Filed March 30.

■ KOGA-FM (99.7 mhz) Ogallala, Neb.—Seeks CP to change TL; change HAAT to 804.9 ft.; change ERP to 100 kw and make changes in ant. sys. Filed March 30.

■ WEEC (100.7 mhz) Springfield, Ohio—Seeks CP to change ERP to 50 kw and change HAAT to 478.9 ft. Filed March 25.

■ WIYQ (99.1 mhz) Ebensburg, Pa.—Seeks CP to change ERP to 24 kw and change HAAT to 713.1 ft. Filed March 30.

■ WGTY (107.7 mhz) Gettysburg, Pa.—Seeks CP to change ERP to 50 kw and change HAAT to 351 ft. Filed March 25.

■ WDAC (94.5 mhz) Lancaster, Pa.—Seeks CP to change ERP to 38 kw. Filed March 26.

■ KXGC-FM (96.9 mhz) El Campo, Tex.—Seeks CP to change ERP to 100 kw and change HAAT to 1,025.6 ft. Filed March 30.

■ KDDM (97.9 mhz) Odessa, Tex.—Seeks CP to change TL; change HAAT to 1,000 ft. and make changes in ant. sys. Filed March 25.

■ KTYL-FM (93.1 mhz) Tyler, Tex.—Seeks CP to change TL; change HAAT to 986.6 ft. and change ERP to 100 kw. Filed March 26.

TV's

Accepted

■ WTTA (ch. 38) St. Petersburg, Fla.—Seeks MP to change HAAT to 1,547.3 ft. and change TL. Filed March 25.

■ *WCLP-TV (ch. 61) Chatsworth, Ga.—Seeks CP to change ERP vis. to 3,500 kw. Filed March 25.

■ *WABW-TV (ch. 14) Pelham, Ga.—Seeks CP to change ERP vis. to 3,750 kw and change HAAT to 1,248 ft. Filed March 25.

■ WROZ (ch. 61.) Owensboro, Ky.—Seeks MP to change ERP vis. to 3,000 kw, aur. 300 kw; change HAAT to 1,053.5 ft. and change TL. Filed March 25.

■ WPTY-TV (ch. 24) Memphis—Seeks MP to change

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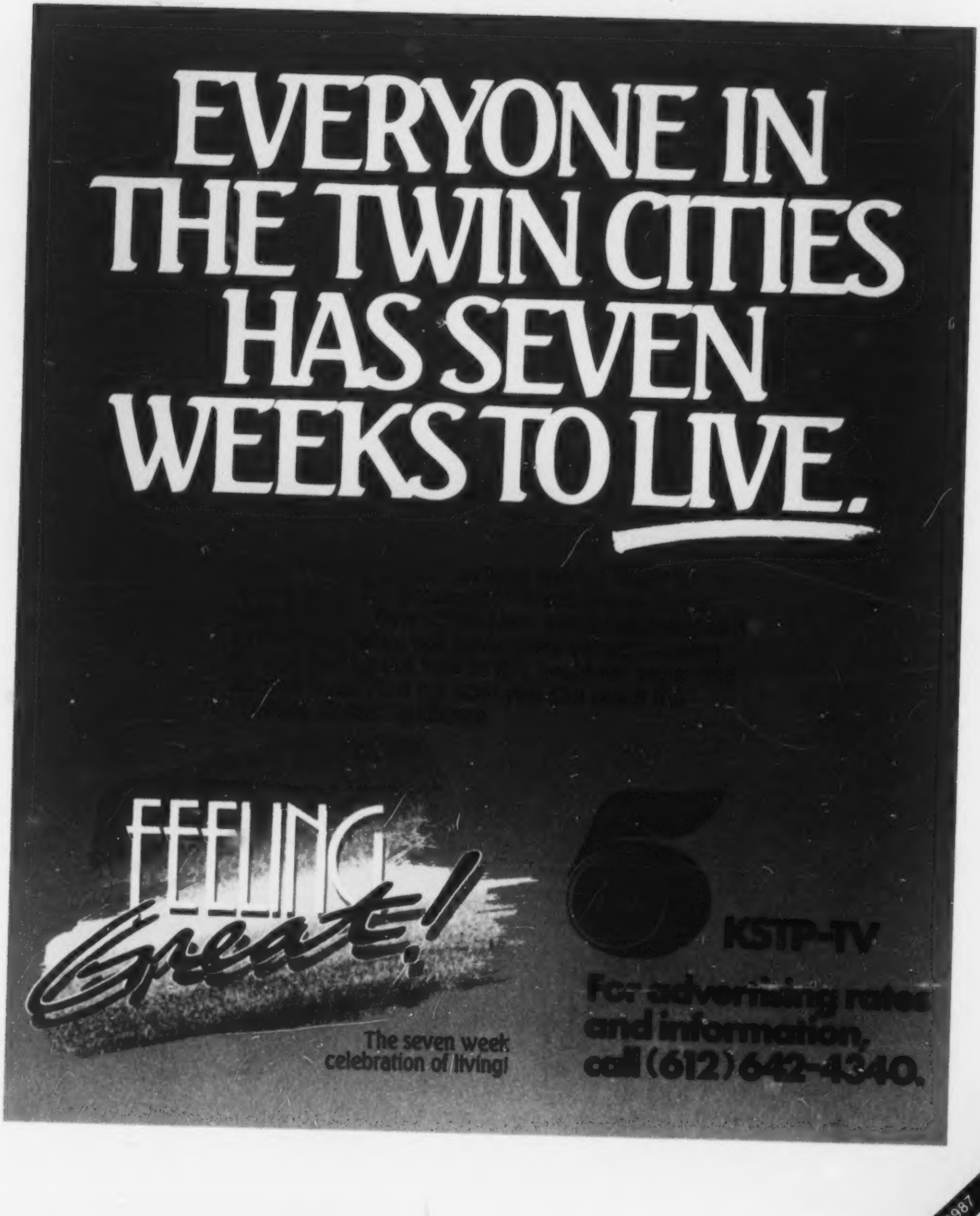

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Vol. 112 No. 15

Broadcasting Apr 13

"At Large" with Rupert Murdoch
Post-technology wrapup from NAB
Ganging up on cable

BATTLE RAGING □ Cable industry has come under increasing attack in recent months, ranging from Hollywood to independent TV stations to cities. **PAGE 35.**

SAME SONG □ King World programs, *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, take top spots in Nielsen's Cassandra February sweeps survey. **PAGE 36.**

SWEEPS PREVIEW □ Networks schedule mini-series, specials and final episodes of popular programs for May sweeps period. **PAGE 38.**

NEW HOME □ Private investment group with eclectic portfolio wins bidding for Ampex. **PAGE 38.**

BURCH'S WORLD □ New Intelsat Director General Dean Burch, former FCC chairman, talks with BROADCASTING about the challenges of his newest assignment, which he undertakes April 15. **PAGE 41.**

TECHNOLOGY 87 □ BROADCASTING's survey of the exhibit floor at the NAB convention reveals: Enhanced half-inch video recorders from Matsushita and Sony are popular in marketplace. Competitive marketplace for videographics systems. Digital technology moving in on cart machines. Charged-coupled devices make further inroads in tube camera market. Reliability and efficiency mark transmitter field. Satellite newsgathering vehicle advances include bigger dishes and better storage. **PAGES 46-66.**

Murdoch with BROADCASTING's Geoff Foisie

MURDOCH "AT LARGE" □ On the eve of the launch of Fox Broadcasting's prime time lineup, BROADCASTING editors sat down with Fox's owner, international media baron Rupert Murdoch, to ascertain his views on the U.S. media environment, what he's doing at Fox and what new worlds there are to conquer. **PAGE 68.**

FAST TRACK □ House hearing continues rapid movement of fairness bill. **PAGE 78.**

GOLDEN NUMBERS □ Details of CBS settlement with former Chairman Tom Wyman. **PAGE 81.**

GAME TIME □ ABC, ESPN do well in 1987 NFL schedule. **PAGE 87.** CBS Radio wins rights to NFL games. **PAGE 87.**

STEADY CLIMB □ Multimedia's new president, Peter Lund, brings experience in a host of broadcast executive positions to that post. **PAGE 111.**

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sentatives that agreed with NCTA to new must-carry rules requiring cable carriage of some local broadcast signals. The rules were similar to those a federal court had found unconstitutional a year earlier, but far less burdensome for cable operators.

INTV was a somewhat reluctant party to the must-carry deal from the start, and it became even more reluctant after the FCC added the five-year sunset to the compromise must-carry rules when it adopted them in August 1986. But what really turned the INTV against the cable industry was channel repositioning by cable operators. Using freedom gained by the elimination of the old must-carry rules, cable operators, in increasing numbers, were switching the channel assignments of independent stations on their cable systems—a practice INTV felt was hurting viewership of the independents.

The cities' recent troubles with the cable industry have no specific origin. They stem from a variety of court actions in which individual cable operators are challenging the power of municipalities to impose franchise fees, mandate certain services and facilities and deny franchise renewals. The cities are also at odds with NCTA in the courts over the questions of which cities should be allowed to regulate cable rates under the Cable Act and whether cities should be allowed to impose technical standards on cable operators.

Hollywood's problems with cable can no longer be solved by merely eliminating the compulsory license, Valenti said. "It goes way beyond that," he said. "Even if you got rid of the license, you're still dealing with a monopoly.

"We ought to separate programing ownership from ownership of cable systems," Valenti said.

MPAA (along with INTV and the National League of Cities) have already urged the FCC to consider putting ownership limits on cable operators and it supports the FCC's initiative to bring back some form of the syndicated exclusivity (synex) rules, which would empower broadcasters to require cable systems to delete programs on distant signals for which the broadcasters have exclusive local rights.

The MPAA has also urged federal U.S. District Court Judge Harold Greene to allow the regional Bell telephone companies into the cable business to inject a measure of competition. And, according to Valenti, it is preparing anti-cable legislation, although he would not discuss the nature of the legislation or who its sponsors may be.

The INTV's principal goals, said Padden, are to convince the FCC to reimpose synex and to secure permanent must-carry rules. (A group of cable operators is expected to challenge the constitutionality of the new must-carry rules as soon as they are finalized.)

"When you boil down the controversies over copyright, syndicated exclusivity and channel repositioning," said NCTA's Mooney, "I think what they really want is for cable to go away, but that's what Hollywood said about television in the 1950's."

Whether all the rhetoric is helping anybody's cause is uncertain. Some on the Hill think it's a little childish. "It's all an incredible waste of time and resources," said one House committee source. What's happening, he noted, "is that the fur is flying back and forth and no one can see the issues through the fur." ☐

King World continues Cassandra dominance

'Oprah' joins 'Wheel' and 'Jeopardy' at the top of Nielsen syndicated programs list

Three King World Productions shows—*Wheel of Fortune*, *Jeopardy* and *The Oprah Winfrey Show*—finished one, two and three in Nielsen's Cassandra report for the February sweeps. A year ago, *Oprah* was not distributed nationally, while *Wheel* and *Jeopardy* placed first and second, followed by *The Newlywed Game*, *M*A*S*H* and *Three's Company*. In February 1987, the top five was rounded out by *P.M. Magazine* and *M*A*S*H*. *Oprah*'s main competitor, *Donahue*, rose three notches over the year to 12th place (with an average 7.8 rating across 180 markets), ranked 23d among women, 18-49, but only attracted a sliver of the men, 18-49, audience.

This year first place *Wheel* was in 199 markets and averaged a 20.1 household rating, and was also first ranked in the key demographics of men and women, 18-49. *Jeopardy*, in 187 markets, had a household rating of 13.3, and was third among women, 18-49, and seventh among men, 18-49. *Oprah*, in 143 markets, averaged a 10.7 household rating and was ranked second among women, 18-49, but only 52d among men, 18-49. *P.M. Magazine*, in 41 markets, averaged a 10.2, and ranked sixth among women, 18-49, and eighth among men, 18-49. *M*A*S*H*, in 166 markets, had a household reting of 8.8, and was fourth among women, 18-49, and second for men, 18-49.

A year ago, *Wheel*, then in 193 markets, averaged a 20.3 rating, and was first among women, 18-49, and men, 18-49. *Jeopardy*, in 172 markets, averaged a 12.3 rating, was third with women, 18-49, and seventh with men 18-49. Last year's third-ranked *Newlywed*, in 170 markets, averaged a 10.3, was second among women, 18-49, and fifth with men, 18-49. The show fell to seventh last February, in 181 markets, with an 8.5 rating, and was fifth among women, 18-49, and 12th among men, 18-49. *M*A*S*H* was fourth last year in 169 markets with an average 9.7 rating, fourth among women, 18-49, and third among men, 18-49. *Three's Company* was fifth last year in 155 markets, with an average 9.5 rating, sixth among women, 18-49, and 10th among men, 18-49. Last February the show fell to ninth in 146 markets, an average 8.2 rating, eighth among women, 18-49, and 14th among men, 18-49.

Only three first-run comedies were within the top-50 ranked programs, according to the latest Cassandra. That compares to two first-run comedies that made it last year. This year, *Small Wonder* was the top-ranked first-run comedy, ranking 22d with an average 6.3 rating across 111 markets. Last year, the show was also first in the category, ranked 18th with an average 7.7 rating across 71 markets. The second highest-rated first-run sitcom was *Mama's Family*, ranked 32d with a 5.3 rating across 148 markets, 23d with women, 18-49, and 45th with men, 18-49. *9 to 5* was the third highest-rated first-run sitcom this February, ranking 40th with an average 4.9 rating over 63 markets, and 26th among women, 18-49, and 71st among, men 18-49. Last year the only other first-run sitcom in the top 50 was *What's Happening Now*, ranked 39th with a 5.2 rating over 85 markets, 28th among women, 18-49, and 48th among men, 18-49. The show fell to 52nd place this year, with a 4.3 rating over 90 markets, 30th among women, 18-49, and 71st among men 18-49. ☐

Cassandra's top 20

Rank/show	Rating	Share	Markets	Coverage	Rank/show	Rating	Share	Markets	Coverage
1. Wheel of Fortune	20.1	33	199	99.6	11. Entertainment Tonight	7.6	15	141	88.5
2. Jeopardy	13.3	27	187	98.1	11. Shaka Zulu	7.6	13	5	1.5
3. Oprah Winfrey Show	10.7	37	143	91.8	13. Card Sharks	7.0	16	29	21.5
4. PM Magazine	10.2	18	41	33.5	14. Facts of Life	6.9	14	108	79.5
5. M*A*S*H	8.8	19	166	92.0	15. Magnum, P.I.	6.7	17	119	78.3
6. Peoples Court	8.6	21	182	96.0	16. Hee Haw	6.6	17	170	81.6
7. New Newlywed Game	8.5	16	181	97.3	17. Small Wonder	6.3	14	111	82.5
8. Hollywood Squares	8.2	17	139	84.2	18. Gimme a Break	6.2	13	101	76.0
8. Three's Company	8.2	18	146	86.4	19. Jeffersons	6.1	14	97	63.3
10. Phil Donahue Show	7.9	28	181	97.7	20. Diff'rent Strokes	6.0	14	122	78.6

held them for the past two seasons. Prior to NBC Radio's foray into football, CBS had the NFL radio rights for seven consecutive years.

CBS's bid for a three-year NFL package beginning with the 1987 season was for $17.25 million, which, when computed on an annual basis, is about 5% more than NBC had been paying per year. (In 1985, NBC paid $11 million for a two-year NFL rights package.) However, the new radio agreement encompasses 40 games each season, compared to 37 games under the previous deal.

"We were determined to get the NFL radio rights back because of the overwhelming requests from our affiliates to do so," said Bob Kipperman, vice president and general manager of the CBS Radio Networks. "Adding the NFL package gives us play-by-play sports coverage for virtually 52 weeks a year," Kipperman said, in reference to CBS Radio's broadcasts of NCAA basketball's semifinals, "Final Four" and championship games and a Major League Baseball "Game of the Week" and post-season games, including the World Series.

The new NFL radio package is composed of 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games, and 10 post-season games including the Super Bowl and Pro Bowl. Kipperman told BROADCASTING that negotiations for CBS's on-air NFL announcing teams were under way last week and may be concluded as early as this week.

The CBS Radio executive also said that two new programing elements are being added to the network's NFL radio coverage: an NFL "hotline," on which affiliates in "selected markets" may interview CBS's announcers before each game, and a closed-circuit feed of game actualities and interviews with players and coaches, to be satellite-fed to stations the morning after the game.

Additionally, CBS will continue its 15-minute *NFL Preview* broadcast, sent to stations every Friday evening during the season. And, said Kipperman, the network will develop a new one-hour, live NFL talk program that will include a listener call-in segment.

Kipperman noted that CBS's NFL game coverage will be aired in stereo for the first time, "opening the field to FM stations." CBS is looking to better its past NFL affiliate lineup, which totaled some 250 stations including outlets in most of the top 50 markets. Said Kipperman: "Our sports sales team is in place and we plan to make money."

According to industry sources, NBC Radio was second in the bidding for the NFL three-year package with $12.5 million, which, on a yearly basis, comes to about $4.17 million compared to $5.5 million under the recently expired agreement. Said Craig Simon, vice president and general manager, NBC Radio Network and Talknet: "We believe our bid is reflective of [today's] economic realities and of the [advertising] marketplace," Simon said.

Sources said ABC was third in the NFL bidding at $12.3 million, and Mutual fourth at $9 million. (All bid submissions are accompanied by proposed programing and promotional campaigns.) The Mutual bid surprised some industry executives who point to the usually aggressive programing posture taken by Mutual's owner, Westwood One. Mutual has been carrying Sunday afternoon NFL games through individual agreements with the various NFL franchises.

Aside from the major radio networks, the NFL also received a proposal from Dick Brescia, former senior vice president of the CBS Radio Networks, who is forming a radio consultancy and program syndication

ABC climbs to second for week in prime time race

NBC won week 28 (ended April 5) in the prime time ratings, but the ratings surprise was ABC's second-place showing, only the third time this season it has finished that high. NBC took the week with a 16.7 rating and a 26.2 share, against ABC's 15.8/25.2 and CBS's 15.2/24.2. ABC came in second during the first week of the season (Sept. 22-28, 1986) and week 21 (Feb. 9-15).

A year ago the week 28 race was won by NBC, with a 16.7/27, followed by CBS's 16.5/27 and ABC's 14.2/23.

CBS won the evening news race with a 12.8/23, ahead of NBC's 12.4/22 and ABC's 10.9/19. Last season, the finishing order for week 28 was a tie between NBC and CBS at 11.8/23. ABC had a 10.9/21.

The season-to-date-standings were NBC 17.9/28, CBS 16.0/25 and ABC 14.2/22, for this year's week 28. Last year the numbers ran: NBC 17.7/28, CBS 16.7/26 and ABC 15.0/23.

ABC's Monday-night broadcast of the Academy Awards, from 9 p.m. to 12:04 a.m., pulled a 27.5/43 and ranked fifth for the week. The network's evening average, 26.5/38.0, included the broadcast of a *Barbara Walters Special* from 8 to 9 p.m. The special earned a 23.3/33 and ranked ninth for the week. CBS's evening average for that night was a 16.7/24.5. NBC closed the night with a 15.4/22.

The Tuesday evening lineup for ABC has been boosted by *Max Headroom*. *Max* premiered during week 28 from 10 to 11 p.m. and pulled in a 16.9/29, to rank 26th, which, according to ABC, was the network's "highest-rated, regularly scheduled program to air" in that Tuesday time-slot. *Hill Street Blues*, on NBC at the same time, scored a 12.5/21 to rank 47th for the week.

ABC took Tuesday night with a 23.7/37.0, over NBC's 15.5/24.1 and CBS's 11.7/18.6.

Wednesday was won by ABC with a 14.8/24.2, edging NBC's 14.7/24.1. CBS averaged a 13.4/22.1 for the night.

Thursday's traditional win by NBC came with a 26.3/40.7, over CBS's 13.8/21.5 and ABC's 8.9/13.8.

CBS took Friday night with a 15.9/26.3. NBC came in with a 14.6/24.2 average, while ABC closed out the night with a 10.1/17.0.

The Saturday and Sunday wins also went to the usual victors. NBC took Saturday with a 16.3/28.6, while CBS took Sunday (22.5/34.3).

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	37.9/56
2.	Family Ties	NBC	34.4/51
3.	Moonlighting	ABC	29.5/44
4.	Cheers	NBC	27.9/43
5.	Academy Awards	ABC	27.5/43
6.	Growing Pains	ABC	25.6/38
7.	Murder, She Wrote	CBS	24.9/37
8.	Who's the Boss?	ABC	23.8/36
9.	Barbara Walters Special	ABC	23.3/33
10.	Golden Girls	NBC	23.2/39
11.	60 Minutes	CBS	22.7/39
12.	Sunday Movie	CBS	21.2/31
12.	Matlock	NBC	21.2/32
14.	Nothing in Common	NBC	20.8/32
15.	Dallas	CBS	20.0/32
16.	NCAA Basketball Champ.	CBS	19.6/28
17.	ALF	NBC	18.5/26
17.	Highway to Heaven	NBC	18.5/29
19.	L.A. Law	NBC	18.3/30
19.	Sunday Night Movie	NBC	18.3/28
21.	Amen	NBC	18.2/31
22.	227	NBC	18.0/31
23.	Knots Landing	CBS	17.9/29
24.	Head of the Class	ABC	17.1/26
24.	Sunday Night Movie	ABC	17.1/25
26.	*Max Headroom	ABC	16.9/29
27.	Falcon Crest	CBS	16.7/29
28.	Perfect Strangers	ABC	16.3/26
28.	Dynasty	ABC	16.3/25
30.	Spenser: For Hire	ABC	16.1/30
31.	Magnum, P.I.	CBS	15.9/25
31.	Monday Night Movie	NBC	15.9/22
33.	NCAA Basketball post-game	CBS	15.8/22
33.	Miami Vice	NBC	15.8/25
33.	Night Court	NBC	15.8/24
33.	Facts of Life	NBC	15.8/27
37.	Simon & Simon	CBS	15.5/24
38.	Houston Knights	CBS	14.8/27
39.	Stingray	NBC	14.5/25
40.	Webster	ABC	13.9/23
41.	Tuesday Movie	CBS	13.7/22
42.	Gimme a Break	NBC	13.6/20
43.	20/20	ABC	13.4/22
43.	Roomies	NBC	13.4/23
43.	Amazing Stories	NBC	13.4/22
46.	Rags to Riches	NBC	12.8/19
47.	Hill Street Blues	NBC	12.5/21
48.	Ohara	ABC	12.2/21
49.	Easy Street	NBC	12.1/18
50.	Bronx Zoo	NBC	11.9/22
51.	Tortellis	NBC	11.7/18
52.	Disney Sunday Movie	ABC	11.6/19
53.	Charmings	ABC	11.5/19
53.	Outlaws	CBS	11.5/20
55.	*Mariah	ABC	11.3/21
55.	News Special	NBC	11.3/21
57.	Popcorn Kid	CBS	11.2/18
58.	Starman	ABC	10.8/19
58.	Nothing is Easy	CBS	10.8/18
60.	You Again Special	NBC	10.0/17
61.	Saturday Movie	CBS	9.8/17
62.	Cagney & Lacey	CBS	9.7/16
62.	Our House	NBC	9.7/16
64.	Take Five	CBS	9.6/15
65.	Roxie	CBS	9.3/15
66.	Friday Night Movie	ABC	8.8/15
67.	Wizard	CBS	8.0/12
68.	Cronkite at Large	CBS	7.7/12
69.	Jack & Mike	ABC	7.2/11
70.	Our World	ABC	6.1/9

*indicates premiere episode

need to have a minimum percentage of the country covered to make sales of that national spot worthwhile.

PM was carried on 41 stations covering 33.5% of the country, according to the February 1987 Cassandra report. In February, 1986, when it averaged a sixth-placed 9.3 rating, the show was carried in 53 markets covering 56.6% of the country. *PM* (which still uses the name *Evening Magazine* on Group W stations), is number one in its access time period in four of the five Group W markets.

So far, the show has been renewed in 18 markets for fall 1988, with another seven markets nearly signed, according to Goldman, who said the Group W stations will absorb any deficit resulting from the show's distribution under GWTS. Under GWTS, the show's budget will drop slightly to compensate for the shortfall.

With the exception of a national edition of the show carried as delivered on a minority of *PM* stations, *PM* has never been a "turnkey" show that is ready to air as it is received. Stations carrying it spend between $300,000 and $700,000 a year to produce three to four local segments weekly to customize the show to their local markets. *PM* depends on Group W stations for 350-400 segments, contributing stations for another 350-400 segments, and the *PM* national office for another 100-125 segments.

Along with *PM*, GWTS is also selling *For Kid's Sake*, a package of prime time specials, public service spots and vignettes designed to raise awareness about the quality of life for young people. The *For Kid's Sake* package, launched originally by Group W's WBZ-TV Boston, is available for fall 1987. *For Kid's Sake* is now cleared on 96 stations covering more than 75% of the country. Goldman said a different campaign will follow *For Kid's Sake* on another public affairs topic beginning in the fall of 1989.

GWTS also sells occasional documentary specials produced by Group W stations, such as a recent documentary on depression, *Breaking the Blues*, produced by KDKA-TV Pittsburgh and nationally sponsored by Pfizer pharmaceutical company. ☐

Sweeps results unkind to checkerboards

Only Los Angeles independent showed ratings increase over last year

There was little positive news for sitcom checkerboards in the February sweeps. Of the eight stations running checkerboards this year, only one, KTLA(TV) Los Angeles, showed a ratings improvement over the February 1986 sweeps. Independent WOIO(TV) Shaker Heights (Cleveland) ratings stayed even with last year's numbers. There were originally five other stations that carried checkerboards in access at the beginning of the season, but they have since switched to other half-hours.

Comparing the performance of checkerboards in early fringe, two stations lost half of their share averages from a year ago, and one independent, KVVU-TV Las Vegas, remained the same. In late fringe, from February to February, one of the two stations that had checkerboards in the November sweeps was down 42% in share. (The other station dropped its checkerboard prior to the February book.)

Comparing the February 1987 book to November 1986 book, there was some improvement by three of the eight remaining checkerboards in access—ABC affiliate WVSQ-TV Columbus-Tupelo, Miss., went from a two average share to a three; WOIO(TV), from a three average share to four, and KTLA(TV), from a 12 to a 13. In early fringe, KVVU-TV rose from an 11 to a 13, and in late fringe, ABC affiliate WCJB(TV) Gainesville, Fla., grew from an 11 to 17.

John Von Soosten, vice president of programing at Katz and no fan of the checkerboard, said the evidence on checkerboards is now "very conclusive." "I don't see the wisdom in doing checkerboards," said Von Soosten, saying they could do "long-lasting damage" to time periods by driving audiences elsewhere. "Why present that problem?" Von Soosten feels, however, that first-run sitcoms can be a success when used by stations in blocks on weekends.

As he was following the November book, NBC Television President Al Jerome remained unfazed by the February checkerboard numbers. The NBC O&O's have completed a checkerboard, consisting of five new shows not presently on the air, which will debut next fall. "These are different programs with substantial budgets," he said of the NBC checkerboard choices. In addition, NBC has pledged to get its checkerboard schedule off on the best foot with an extensive promotion schedule, which, he said, helps account for the success of KTLA.

Jerome also said data for checkerboards is more reliable in metered markets, such as Los Angeles, versus diary markets, because data from diary keepers tends to be less reliable.

Syndication Marketplace

USTV reports that it has cleared *The AIDS Connection, An All-Night Dialogue*, a five-hour news special produced by Hubbard Broadcasting's Conus Communications, on 45 stations covering 39% of the country. Airing on July 24 from 11:30 p.m. to 4:30 a.m., the special will be targeted to 18-to-34-year-olds, "the nation's most vulnerable age group," with information about the disease. Appearing on the live program will be prostitutes, doctors, AIDS patients, theologians, personnel directors, hemophiliacs, politicians, insurers, condom manufacturers and marriage counselors. Each hour of the broadcast will feature pre-taped segments, as well as live remotes coast to coast, with Hubbard's KSTP-TV Minneapolis as the headquarters for the broadcast.

Richard Simmons will replace Alex Trebek beginning April 20 as the co-host of **Lorimar's** one-hour home shopping program, *Value-Television*. The change will be accompanied by a refocusing of the show, according to Peter Temple, senior vice president of video retailing. "We started as traditional talk, but viewers don't want talk. They want more shopping and more fun," for which Simmons is deemed better suited. There will be give-aways for in-studio audiences as well as for viewers at home. Susan Winston will remain executive producer of the show. New segments on the show include "Make My Day," in which viewers who write and tell what they need for their home are given the desired prizes on the set, and "The Price Setter," in which viewers are invited to bring in the lowest price they can find for an item through conventional shopping, which *VTV* will beat for viewers at home to buy. The shopper who went out to price the item will automatically win it.

Lorimar also reports clearing *Gumby* on WOIO(TV) Shaker Heights, Ohio (Cleveland), and KZKC-TV Kansas City to bring its station total to over 60 markets.

Coca-Cola Telecommunications has put the first-run court-show strip, *Parole Board*, and *Tim Conway's 'Scuse Me* on hold for fall 1987. Pilots have been shot for both shows, and the possibility of their being revived remains alive. *Good Advice with Dr. Joy Brown* is also off the list for fall 1987, but may be revived for January 1988. The problem appeared to be too many shows chasing too few clearance opportunities. Coke's *That's My Mama Now* is also described as being on the fence, but still viable for fall 1987. Coke's first-run division also reports clearing *Match Game* on WCBS-TV New York, along with 28 other stations covering close to 40% of the country.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended March 29:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	17.5/206	95
2.	Jeopardy	14.2/210	99
3.	World Wrestling Fed.	9.9*/195	93
4.	People's Court	9.5/193	97
5.	New Newlywed Game	9.1/193	98
6.	Entertainment Tonight	7.7*/151	93
7.	Oprah Winfrey	7.4/148	96
8.	Hollywood Squares	6.2/151	91
9.	Soul Train Awards	5.9*/ 127	89
10.	Divorce Court	5.8*/139	87
11.	Lifestyles of Rich-Famous	5.6*/173	94
11.	Star Search	5.6*/161	92
13.	Charles in Charge	5.5*/78	82
14.	Mama's Family	5.4*/150	88
15.	Fame	5.3*/137	91

*includes multiple airings

increase day power to 10 kw and night power to 2.5 kw; change TL and make changes in ant. sys. Filed April 3.

- WCLW (1140 khz) Mansfield, Ohio—Seeks CP to change hours of operation to unlimited by adding night service with 1 kw; increase day power to 1 kw; change TL and make changes in ant. sys. Filed April 2.
- KDUN (1470 khz) Reedsport, Ore.—Seeks mod. of CP to increase night power to 630 w and make changes in ant. sys. Filed April 6.
- WSOL (1090 khz) San German, P.R.—Seeks MP to increase power to 10 kw; change TL and make changes in ant. sys. Filed April 2.
- WJJF (1180 khz) Hope Valley, R.I.—Seeks CP to increase power to 2.8 kw. Filed April 6.
- WHYZ (1070 khz) Santa Clara, S.C.—Seeks CP to change hours of operation to unlimited by adding night service with 50 kw and change city of license to Sans Souci, S.C. Filed April 3.
- KDRY (1100 khz) Alamo Heights, Tex.—Seeks CP to change city of license to San Antonio-Alamo Heights, Tex. and increase night power to 2 kw. Filed Apr. 2.
- KCHG (810 khz) Somerset, Tex.—Seeks mod. of CP to change hours of operation to unlimited by adding night service with 250 w. Filed April 6.
- KMTI (1340 khz) Manti, Utah—Seeks CP to change freq. to 650 khz; change power to 900 w-D and 2 kw-N and change TL. Filed April 6.
- KZUN (1600 khz) West Richland, Wash.—Seeks mod. of CP to change city of license to Elk City, Idaho; reduce day power to 1 kw and change TL. Filed April 6.
- KITZ (1400 khz) Silverdale, Wash.—Seeks CP to increase day power to 1 kw. Filed April 6.
- WVVW (630 khz) St. Mary's, W.Va.—Seeks CP to increase power to 1 kw. Filed April 3.
- WLKE (690 khz) Oshkosh, Wis.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; increase day power to 400 w and make changes in ant. sys. Filed April 6.

Accepted

- WCAO (600 khz) Baltimore—Seeks CP to change TL and make changes in ant. sys. Filed April 2.
- KKAR (1180 khz) Bellevue, Neb.—Seeks mod. of CP to operate trans. by remote control. Filed April 2.
- KXAM (1440 khz) Helotes, Tex.—Seeks mod. of CP to change SL. Filed April 2.

FM's

Tendered

- KWTD-FM (106.3 mhz) Lonoke, Ark.—Seeks CP to change ERP to 2.5 kw and change HAAT to 353 ft. Filed April 6.
- WQBA (107.5 mhz) Miami—Seeks CP to change TL; change ERP to 95 kw; change HAAT to 980.7 ft. and make changes in ant. sys. Filed April 2.
- WAWV (102.3 mhz) Santa Rosa Beach, Fla.—Seeks CP to change TL. Filed April 2.
- WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 984 ft. Filed March 31.
- WSHU (91.1 mhz) Fairfield, Conn.—Seeks mod. of CP to change ERP to 11.22 kw and change HAAT to 620 ft. Filed April 3.
- WKKD-FM Aurora, Ill.—Seeks CP to change ERP to 2.85 kw; change HAAT to 337.8 ft. and make changes in ant. sys. Filed April 3.
- *WISU (89.7 mhz) Terre Haute, Ind.—Seeks CP to change ERP to 19.94 kw; change HAAT to 589.7 ft. and change TL. Filed April 3.
- KRIT (96.9 mhz) Clarion, Iowa—Seeks mod. of CP to change TL and change HAAT to 57.3 ft. Filed April 3.
- WTWR-FM (98.3 mhz) Adrian, Mich.—Seeks CP to change TL; change HAAT to 439.5 ft. and change ERP to 3 kw. Filed April 6.
- *WEMU (89.1 mhz) Ypsilanti, Mich.—Seeks CP to change ERP to 15.5 kw; change HAAT to 288.6 ft. and make changes in ant. sys. Filed April 3.
- WJQK (99.3 mhz) Zeeland, Mich.—Seeks CP to change ERP 2.5 kw. Filed April 6.
- KDEX-FM (102.3 mhz) Dexter, Mo.—Seeks CP to change TL and change HAAT to 278 ft. Filed March 31.
- KMNR (89.7 mhz) Rolla, Mo.—Seeks CP to change ERP 449 w; change HAAT to 325 ft. and change TL. Filed April 3.
- KCMW-FM (90.9 mhz) Warrensburg, Mo.—Seeks CP to change HAAT to 1,500 ft. Filed April 3.
- WAWZ (99.1 mhz) Zarepath, N.J.—Seeks mod. of CP to change TL. Filed April 3.
- KANW (89.1 mhz) Albuquerque, N.M.—Seeks CP to change ERP to 17.1 kw. Filed April 3.
- KTRA (102.1 mhz) Farmington, N.M.—Seeks mod. of CP to change TL and change HAAT to 993 ft. Filed March 31.
- KBBU (102.3 mhz) Los Lunas, N.M.—Seeks mod. of CP to change TL and change HAAT to minus 118.1 ft. Filed April 6.
- WHRL (103.1 mhz) Rensselaer, N.Y.—Seeks CP to change ERP to 3 kw. Filed April 3.
- KLVV (107.5 mhz) Pahrunmp, Nev.—Seeks mod. of CP to change ERP to 24.5 kw. Filed April 6.
- WMAG (99.5 mhz) High Point, N.C.—Seeks CP to make changes in ant. sys. Filed March 31.
- WQXX (92.1 mhz) Morgantown, N.C.—Seeks CP to change HAAT to 327 ft. Filed April 3.
- WHBC-FM (103.1 mhz) Hampton, S.C.—Seeks CP to change HAAT to 328 ft. Filed April 3.
- KJCR (88.3 mhz) Keene, Tex.—Seeks mod. of CP to change TL; change ERP to 25 kw and change HAAT to 266 ft. Filed April 2.
- KAPT (94.7 mhz) Luling, Tex.—Seeks mod. of CP to change ERP 97.4 kw and change HAAT to 1,256.2 ft.
- KROB-FM (99.9 mhz) Robstown, Tex.—Seeks CP to change TL and change HAAT to 953 ft. Filed April 6.
- WPRE-FM (94.3 mhz) Prairie Du Chien, Wis.—Seeks CP to change ERP 1.15 kw. Filed April 3.
- WGGQ (99.3 mhz) Waupun, Wis.—Seeks CP to change ERP to 2.5 kw and change HAAT to 360.5 ft. Filed April 6.
- WCWI (101.1 mhz) Charlotte Amalie, V.I.—Seeks CP to change freq. to 104.3 mhz; change ERP to 44.8 kw and change HAAT to 1,605.6 ft. Filed March 31.

Accepted

- WDAL (107.1 mhz) Linden, Ala.—Seeks mod. of CP to change TL. Filed April 3.
- WBZD (106.3 mhz) Cadiz, Ky.—Seeks CP to change HAAT to 321 ft. Filed March 31.
- KCIL (107.5 mhz) Houma, La.—Seeks CP to change TL and change HAAT to 980.7 ft. Filed April 2.
- KYKY (98.1 mhz) St. Louis—Seeks CP to change TL; change HAAT to 1,026.6 ft. Filed April 2.

Summary of broadcasting
as of January 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,867	170	5,037
Commercial FM	3,946	418	4,364
Educational FM	1,263	173	1,436
Total Radio	10,076	761	10,837
FM translators	1,115	766	1,881
Commercial VHF TV	546	23	569
Commercial UHF TV	454	222	676
Educational VHF TV	110	3	113
Educational UHF TV	187	25	212
Total TV	1,297	273	1,570
VHF LPTV	247	74	321
UHF LPTV	163	136	299
Total LPTV	410	210	620
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WNCB (89.1 mhz) Duluth, Minn.—Seeks CP to change HAAT to 429.7 ft. Filed April 6.
- KCMI (103.9 mhz) Terrytown, Neb.—Seeks CP to change freq. to 96.9 mhz; change TL; change ERP to 100 kw; change HAAT to 692 and make changes in ant. sys. Filed March 31.
- WCVP-FM (95.9 mhz) Robbinsville, N.C.—Seeks CP to change TL; change ERP to 60 w and change HAAT to 2,008 ft. Filed April 2.
- WNSR (105.1 mhz) New York—Seeks mod. of CP to change ERP to 4.19 kw and change HAAT to 1,256 ft. Filed April 6.
- KCMX-FM (101.9 mhz) Ashland, Ore.—Seeks CP to change ERP 50 kw. Filed March 31.
- WDAC (94.5 mhz) Lancaster, Pa.—Seeks CP to change TL; change ERP to 19 kw and change HAAT to 810.2 ft. Filed April 3.
- KBAL-FM San Saba, Tex.—Seeks mod. of CP to change TL and change HAAT to 394 ft. Filed April 2.
- KRPM-FM (106.1 mhz) Tacoma, Wash.—Seeks CP to change TL; change HAAT to 1,089 ft. and make changes in ant. sys. Filed April 3.

KNBQ (97.3 mhz) Tacoma-Seattle, Wash.—Seeks CP to make changes in ant. sys. Filed March 31.

TV's

Accepted

- WJOE (ch. 51) Marianna, Fla.—Seeks MP to change ERP vis. to 12 kw, aur. 1.2 kw; change HAAT to 367 ft. and make changes in ant. sys. Filed April 6.
- WHLL (ch. 27) Worcester, Mass.—Seeks MP to change ERP vis. to 2,301 and aur. 230. Filed April 3.
- KTCI-TV (ch. 17) St. Paul, Minn.—Seeks CP to change ERP vis. to 141 kw. Filed April 2.
- KYRT (ch. 29) San Antonio—Seeks MP to change ERP vis. 3,160 kw, aur. 316 kw, and change TL. Filed April 6.

Actions

AM's

- WVOK (690 khz) Birmingham, Ala.—Granted app. to change hours of operation to unlimited by adding night service with 500 w and make changes in ant. sys. Action April 1.
- KPTO (890 khz) Citrus Heights, Calif.—Dismissed app. to change TL and make changes in ant. sys. Filed March 27. el3
- KCPC (1200 khz) Rancho Mirage, Calif.—Granted app. to change TL and make changes in ant. sys. Action March 26.
- WAGN (1340 khz) Menominee, Minn.—Dismissed app. to increase night power to 1 kw. Action March 20.
- WDGY (1130 khz) Minneapolis—Granted app. to increase night power to 30.5 kw. Action April 1.
- WXLT (94.1 mhz) McComb, Miss.—Granted app. to change TL and change HAAT to 980 ft. Action March 26.
- KSIV (1320 khz) Clayton, Mo.—Granted app. to change TL. Action March 24.
- KJOR (550 khz) Sun Valley, Nev.—Granted app. to change city of license to Reno, Nev. Action April 1.
- WXRL (1300 khz) Lancaster, N.Y.—Granted app. to increase day power to 2.935 kw change city of license to Lancaster. Action April 1.
- WICE (550 khz) Pawtucket, R.I.—Returned app. to increase day power to 5 kw; increase night power to 3.9 kw and make changes in ant. sys. Action April 1.

FM's

- KAVS (97.7 mhz) Mojave, Calif.—Granted app. to change TL; change ERP to 3 kw and change HAAT to 300 ft. Filed March 27.
- KVRE-FM (101.7 mhz) Santa Rosa, Calif.—Granted app. to change TL; change ERP to 260 w and change HAAT to 1,115.2 ft. Action March 30.
- WCOZ (96.7 mhz) Paris, Ky.—Granted app. to change ERP to 1.45 kw and change HAAT to 469 ft. Action March 31.
- WSEK (96.7 mhz) Somrset, Ky.—Granted app. to change HAAT to 328 ft. Action March 26.
- KLPL-FM (92.7 mhz) Lake Providence, La.—Granted app. to change TL. Action March 31.
- WQSR (105.7 mhz) Catonsville, Md.—Granted app. to change ERP to 50 kw and change HAAT to 492 ft. Action March 2.
- WLVW (105.5 mhz) Salisbury, Md.—Granted app. to

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 20

- C1750-1
4/21/87

CLEARING FAST ON BOTH AFFILIATES AND INDIES.

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56th Year 1987

The Patrick difference at the FCC

Vol. 112 No. 16

Broadcasting Apr 20

FCC acts on indecency
Patrick assumes FCC chairmanship
Programers head for MIP-TV

CRACKDOWN ☐ The FCC announced last week that it was stepping up its enforcement of restrictions on "indecent" broadcasts. **PAGE 35.**

AT THE HELM ☐ Dennis Patrick takes over for the departing Mark Fowler as chairman of the FCC. **PAGE 36.**

EARLY NUMBERS ☐ CBS first quarter yields mixed results. **PAGE 40.**

TAFT CONCLUSION ☐ Bass group, Carl Linder and members of Taft Broadcasting founding families agree to $155 per share offer for company. Parts of company will be sold to various parties involved in deal. **PAGE 40.**

ALL OVER BUT THE... ☐ NBC poised to win second consecutive prime time ratings victory, but the overall network share, plus viewing among key demographics, is down. **PAGE 42.**

PROGRAM UPDATE ☐ PBS study on policies and program selection suggests update of service's 1971 guidelines. **PAGE 58.**

WHAT NEXT? ☐ American Public Radio convention to focus on life after departure of *A Prairie Home Companion*. **PAGE 59.**

PAULEY REVIEW ☐ NBC *Today* co-anchor Jane Pauley appraises the morning news show's competition. **PAGE 60.**

COMING UNGLUED ☐ Contel-Comsat merger may fall through. **PAGE 61.**

ONE-YEAR-OLDS ☐ One year after Home Shopping Network went public, analysts views are mixed as to long-term viability of home shopping services. **PAGE 63.**

EDGING UP ☐ ABC executives predict slight rise in three-network profits in 1987. **PAGE 64.**

LOOK BACK ☐ Article by Lawrence Lichty and Ed Fouhy questions contention that press helped "lose" Vietnam war. **PAGE 66.**

MEET ME IN ST. LOUIS ☐ Cable's relationship with public television is the focus of the PBS/NAPTS meeting scheduled for next week in St. Louis. **PAGE 69.**

FAIRNESS PULSE ☐ Most broadcasters, in comments at FCC, favor elimination of fairness doctrine. **PAGE 71.**

BOOSTERING ☐ Broadcasters support FCC plan to use booster stations for FM and TV outlets. **PAGE 73.**

TECHNICAL ANALYSIS ☐ Broadcast industry begins examination of NAB's call for a Technology Center. **PAGE 75.**

TO THE TOP ☐ Tribune Broadcasting's Otis Freeman got in on the ground floor of TV engineering, and has been growing with the medium ever since. **PAGE 95.**

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of the "objectivity and balance" provision of the Public Broadcasting Act of 1967 that concludes "Congress did not intend CPB, or anyone else, to use objectivity and balance as a substantive standard for the review of program content." But the committee report also includes a "balance" provision stating that PBS "may condition acceptance of a program on the producer's willingness to further the goal of balance by deleting designated footage or by including other points of view."

The review committee also recommended that PBS provide some forum for viewer and critic response to programing, including expression of opinions and presentation of information that may have a different slant. Christensen said PBS hopes to have some type of on-air forum for viewers' letters—possibly 60-second spots that would be offered to stations—by next fall.

As for the effect the announcement of new policies will have on future complaints of PBS bias, Christensen said: "The committee's work was to see that our policies and procedures assured the public that bias was not part of the process of program selection. I don't know that there is anything we'll ever do to satisfy all the critics we have."

One critic the report did not satisfy was Reed Irvine, chairman of Accuracy in Media. He said the report's conclusion that PBS procedures produce programs of "high quality" "justifies my fears that this would be a whitewash. I don't see any significant reform coming out of the report." ☐

Saturday slate. NBC-TV announced its Saturday morning lineup for next season (debuting Sept. 12), with four existing shows being replaced by four new ones, including an animated spin-off of the prime time *ALF* and a game show for kids. The spin-off is also entitled *ALF*, and is from the producer of NBC's prime time version, Alien Productions, in association with animated program producers DIC Enterprises and Saban Productions. The show is said to focus on ALF's pre-earth life on the planet Melmac. The game show is entitled *I'm Telling*, produced by Saban Productions, and is described as one that "pits sibling teams against each other as contestants [who] are confronted with humorous and revealing questions about their brothers and sisters."

Also new to the network's Saturday lineup will be *Fraggle Rock*, from Jim Henson Productions, based on the same set of characters in HBO's *Fraggle Rock* series, also from Henson. The fourth new program is an updated *Archies* program, based on the comic strip, produced by DIC Enterprises and Saban Productions.

Returning to the lineup next fall are *Smurfs*, from Sepp International/Hanna-Barbera Productions; *Alvin and the Chipmunks*, from Ruby-Spears and Bagdasarian Productions; *Disney's Adventures of the Gummi Bears*, from Disney, and *Foofur*, from Hanna-Barbera/Sepp. Next fall the lineup will be: *Gummi Bears*, 8 a.m.; *Smurfs*, 8:30 a.m.; *Fraggle Rock*, 10 a.m.; *Chipmunks*, 10:30 a.m.; *ALF*, 11 a.m.; *The New Archies*, 11:30 a.m.; *Foofur*, noon, and *I'm Telling*, 12:30 p.m. The four shows being canceled are: *Kissyfur*, from NBC Productions in association with DIC; *Punky Brewster*, from Ruby-Spears; *Lazer Tag*, from Ruby-Spears, and *Kidd Video*, from Saban Productions in association with DIC.

APR looks for life after 'Prairie'

Public radio network affiliates likely to focus on plans to fill gap left by departing Keillor; news service and research study also on agenda of annual meeting

Life after *A Prairie Home Companion* and a proposed 24-hour news service are among the major topics when American Public Radio (APR) affiliates convene next week (April 26-29) at the Columbia Inn in Columbia, Md., for the network's annual conference.

What's sure to be on the minds of most attendees is the future of the network without *A Prairie Home Companion*, the series that helped catapult American Public Radio to national attention in 1982. (Last February,

Syndication ■ Marketplace

MCA TV has announced it was joining the Advertiser Syndicated Television Association. MCA TV also said that it is changing the marketing of *The Lou Kelley Show* from cash-plus-barter to straight barter with four minutes for stations and three minutes for MCA TV.

Tribune Entertainment and **Multimedia Entertainment** will co-produce *The Search for Houdini*, a live, two-hour special that will air on Halloween, the 61st anniversary of the magician's death. The show will feature a live seance with experts in parapsychology and perhaps members of the press. Multimedia, which will handle syndication sales, expects 90% clearance with 150 to 160 stations by the time the special airs Oct. 31. The barter split is 12 minutes for Multimedia and Tribune and 12 minutes for stations.

Paramount Domestic Television reports that it has cleared *Star Trek: The Next Generation* on over 130 stations covering more than 85% of the country, including 28 of the top 30 markets. The series is cleared on a barter basis with seven minutes for Paramount and five minutes for stations. Clearances include WCVB-TV Boston, an ABC affiliate that will use the series in prime time on Saturdays, KCOP(TV) Los Angeles, KMOV-TV St. Louis and WCPX-TV Orlando, Fla. Paramount also reports that it has cleared *Marblehead Manor* in 110 markets covering 85% of the country, including the NBC O&O's. Paramount's *Friday the 13th*, the television series, has been cleared in 150 markets covering 93% of the country.

MGM/UA Telecommunications reports that *Sea Hunt*, the 22-episode cash-plus-barter weekly, is now a firm go for fall 1987. *Rat Patrol*, another weekly action-adventure series originally scheduled for fall 1987, has been "put on hold." MGM/UA's first-run sitcom, *We've Got It Made*, also sold on a cash-plus-barter basis, is now cleared in 65% of the country.

Claster Television reports clearing *The Visionaries*, a series of 13 half-hours for fall 1987, in 72% of the country. *Visionaries*, is a space-age high-tech story that pits two sets of six knights representing good and evil against one another. The series will be produced by Sunbow Productions with TMS Entertainment, using a computerized multiplane technology. Distribution is on a barter basis with two minutes for Claster and four minutes for stations, which will use the show on weekend mornings.

All American Television reports clearing *The Fifth Annual American Video Awards* on over 125 stations covering 90% of the country for an April 10-May 16 window. Along with the seven Fox-owned stations, clearances include KTVU(TV) San Francisco, WTAF-TV Philadelphia, WDIV(TV) Detroit, WPGH-TV Pittsburgh and WTVJ(TV) Miami. The special will be hosted by Casey Kasem, Shari Belafonte-Harper and Graham Nash, and will include the induction of Peter Gabriel into the National Academy of Video Arts and Sciences Hall of Fame.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 5:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	18.5/209	96
2.	Jeopardy	14.6/206	97
3.	World Wrestling Fed.	11.3*/187	92
4.	New Newlywed Game	9.0/186	95
5.	People's Court	8.8/188	95
6.	Entertainment Tonight	8.1*/149	93
7.	Oprah Winfrey	7.8/154	95
8.	Hee Haw	7.0/210	89
9.	Hollywood Squares	6.7/150	91
10.	Oprah Winfrey (April 8)	6.3/144	78
11.	Small Wonder	6.2/108	86
12.	Mama's Family	6.0*/153	87
13.	Star Search	5.9*/161	91
14.	Puttin' On the Hits	5.3*/114	88
14.	Siskel & Ebert & Movies	5.3*/156	87

*includes multiple airings

the show's host, Garrison Keillor, said he would quit the series on June 13 [BROADCASTING, Feb. 23]. APR said it will continue to air taped productions of the broadcast, produced by Minnesota Public Radio, through at least June 30, 1988.) APR affiliates at the conference will have an opportunity to discuss whether to shift the popular *Prairie Home Companion* series from its present Saturday, 6 p.m., NYT time period when the show's replacement, a yet untitled, two-hour, live variety series hosted by Noah Adams, the former co-host of National Public Radio's *All Things Considered*, is ready for national distribution next fall. Like *A Prairie Home Companion*, the new broadcast will mix music with humor and literature, but with a different design, and will originate from the World Theater in St. Paul, Minn.

Attendees will also hear a progress report on APR's proposal for an around-the-clock news service (BROADCASTING, Nov. 24, 1986.) Sessions addressing both *A Prairie Home Companion* and Adams's series as well as the news service are scheduled for Tuesday afternoon (April 28.)

Additionally, a new qualitative research study of APR listeners conducted last winter by National Demographics and Lifestyles Inc., Denver, will be released at the conference. The study categorizes listeners by programing type such as classical listeners vs. jazz listeners.

APR President Al Hulsen, who assumed the post last August, will give an opening address on Monday morning (April 27). Throughout the day on Monday, attendees will be paired off into two groups—to be determined by station market size—to consider a variety of audience and programing issues and to set priorities for the network.

Other speakers slated to appear during the three-day event include: Dr. Varton Gregorian, president and chief executive officer, New York Public Library; G. Gibson Cary IV, manager, corporate training and development, Procter & Gamble; and Michael Bilyard, head of the British Broadcasting Corporation's transcription service.

APR, which currently has 309 affiliated stations, is expecting some 200 attendees—including program producers, international broadcasters as well as station managers—at the upcoming conference, which would be slightly up from the approximate 175 executives who attended last year. This will be the fourth such meeting of APR affiliates. Many of the APR conference participants will also attend National Public Radio's annual public radio conference, scheduled for April 29 through May 3 at the Washington Hilton in Washington. □

NBC's Pauley takes a look at the morning

In speech to NATAS, 'Today' co-host predicts failure for CBS's competing show

Morning television worldwide, the competition, and Steve Friedman, executive producer of NBC's *Today* show, were among the subjects discussed last week by *Today* co-host Jane Pauley during a National Academy of Television Arts and Sciences luncheon in New York. Filling in for the sometimes outspoken, always quotable Friedman, who was closeted with his tax counsel, Pauley brought with her "one Friedmanism" from her boss: "We're doing so well," he said. "David's in retirement, and CBS, with apologies to Chuck Barris, is doing the *Gong Show*." The references were to David Hartman, who recently left ABC-TV's *Good Morning, America*, and to the new CBS-TV *Morning Program*.

Pauley was asked for her own thoughts on *Today's* CBS competition. She said that although *TMP's* executive producer, Bob Shanks, has pointed out that "the ratings are dreadful, but more dreadful ratings were had" by ABC's *Good Morning America* and other local morning programs initially, "it strikes me that while that may be true, the stakes weren't quite so high in those times. And the frustration of television is that you

NBC wins another as season draws to a close

For the week ended April 12, week 29, NBC won the prime time race with a 16.3 rating and a 27 share. CBS was second with a 14.3/24, while ABC closed out the week with a 12.6/21. Last year, with the season in its penultimate week, NBC won with a 17.3/28, while CBS and ABC finished with a 16.7/26 and a 14.9/23, respectively.

The evening news race last week, however, went to CBS, with the *CBS Evening News* pulling in an 11.3/23. The *NBC Nightly News* closed with a 10.6/22, while ABC's *World News Tonight* had a 10.0/20. In the prior season for week 29, the news numbers ran CBS 12.1/23, NBC 11.1/21 and ABC 10.8/20.

The HUT level (homes using television) was 61%. Last year the HUT was 61.6%. In total homes figures, 400,000 more HUT's were tuned in during this year's week 29 than last year's, 53.31 million in 1987 over 52.91 million in 1986.

The season-to-date standings have NBC on top with a 17.8/28. CBS's S-T-D is 15.9/25. ABC's is 14.1/22. The standings during the same period last season: NBC 17.6/28, CBS 16.7/26 and ABC 14.9/23.

NBC took Monday, Wednesday, Thursday and Saturday. CBS took Friday and Sunday, leaving ABC with only Tuesday.

NBC's Monday broadcast of the *22nd Country Music Awards* scored an 18.6/28 for the two hours from 9 to 11 p.m. The ABC movie opposite it, *Sworn to Silence*, had a 16.1/24. The last two hours of CBS's lineup, *Newhart*, *Designing Women* and *West 57th*, averaged a 14.1/21.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	32.4/54
2.	Family Ties	NBC	31.1/49
3.	Cheers	NBC	25.3/39
4.	Moonlighting	ABC	23.5/35
5.	Growing Pains	ABC	23.2/35
6.	Golden Girls	NBC	23.0/38
7.	60 Minutes	CBS	21.6/37
8.	Chrysler Showcase	CBS	21.4/34
9.	Who's the Boss?	ABC	21.0/33
10.	Nothing in Common	NBC	20.9/32
11.	Matlock	NBC	19.2/30
12.	L.A. Law	NBC	19.0/31
13.	Dallas	CBS	18.6/32
13.	Country Music Awards	NBC	18.6/28
15.	Newhart	CBS	17.8/26
15.	Me & Mrs. C	NBC	17.8/30
17.	Dynasty	ABC	17.4/28
17.	Falcon Crest	CBS	17.4/31
19.	ALF	NBC	17.0/26
20.	Valerie	NBC	16.9/26
21.	Head of the Class	ABC	16.4/28
21.	Knots Landing	CBS	16.4/27
21.	227	NBC	16.4/28
24.	Kate & Allie	CBS	16.2/25
25.	Monday Night Movie	ABC	16.1/24
26.	Night Court	NBC	15.8/25
27.	Designing Women	CBS	15.7/23
28.	MacGyver	ABC	15.4/24
29.	Highway to Heaven	NBC	15.2/27
30.	Hunter	NBC	15.1/27
31.	Simon & Simon	CBS	14.9/23
32.	Facts of Life	NBC	14.4/26
33.	Perfect Strangers	ABC	14.2/25
33.	Tuesday Movie	CBS	14.2/22
33.	Rags to Riches	NBC	14.2/23
36.	Sunday Night Movie	NBC	14.0/22
37.	Stingray	NBC	13.9/24
38.	My Sister Sam	CBS	13.8/21
39.	Sunday Night Movie	ABC	13.7/21
40.	Hill Street Blues	NBC	13.6/22
41.	20/20	ABC	13.5/22
41.	Bronx Zoo	NBC	13.5/24
43.	Miami Vice	NBC	13.4/23
44.	Houston Knights	CBS	13.3/24
45.	Saturday Movie	CBS	13.0/23
46.	Max Headroom	ABC	12.8/21
47.	Gimme a Break	NBC	12.0/18
48.	Roomies	NBC	11.6/22
49.	Mariah	ABC	11.5/20
50.	Webster	ABC	11.4/21
50.	West 57th	CBS	11.4/18
52.	Magnum, P.I.	CBS	11.2/18
53.	Easy Street	NBC	11.1/17
54.	Popcorn Kid	CBS	11.0/20
54.	Amazing Stories	NBC	11.0/20
56.	Our House	NBC	10.7/19
57.	Mike Hammer	CBS	10.5/19
58.	Charmings	ABC	9.6/18
59.	Disney Sunday Movie	ABC	9.2/15
60.	Starman	ABC	8.9/16
61.	Spenser: For Hire	ABC	8.8/16
61.	Nothing is Easy	CBS	8.8/17
63.	Friday Night Movie	ABC	8.6/15
64.	Ohara	ABC	8.1/14
[illegible]	Jack & Mike	ABC	8.0/12
[illegible]	Roxie	CBS	7.6/14
67	Spies	CBS	7.3/11
67.	Wizard	CBS	7.3/12
69.	Our World	ABC	6.4/10
70.	Take Five	CBS	6.1/10

*indicates premiere episode

Pa. 19081. Principal is owned by Barton Peltzman, his father, Charles, Steven Chartrand, Michael Colby and Lindsay Collins. Chartrand has interest in WTIP(AM)-WVSR(FM) Charleston, W.Va., and WZSH-FM Rochester, N.Y. Colby and Collins have interest in WJYY(FM) Concord, N.H. Filed March 31.

■ Vestal, N.Y.—Vestal-Ciancioso Radio Ltd. seeks 103.3 mhz; 1.28 kw; HAAT: 501.8 ft. Address: 2709 Foster St., Endwell, N.Y. 13706. Principal is owned by Gary A. Ciancioso, who has no other broadcast interests. Filed March 31.

■ Vestal, N.Y.—Manuel Angelo seeks 103.3 mhz; 900 w; HAAT: 597 ft. Address: 54 River Rd., Agawam, Mass. 01001. Principal has no other broadcast interests. Filed March 30.

■ Wapheton, N.D.—Wapheton-Breckenridge Broadcasters seeks 107.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 176, Breckenridge, Minn. 56520. Principal is owned by Les W. Guderian and Gordon Siemers, who have no other broadcast interests. Filed March 30.

■ Harrison, Ohio—Harrison Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: RR #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Queencity-West Communications Inc. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 307 Harrison Ave., 45030. Principal is owned by Marty P. Pieratt, his wife, Catherine, and Robert E. Kuntz. It has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Tri-State Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 213 Park Ave., 45030. Principal is owned by Vernon R. Baldwin and Billy W. Lanham, who have no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Ohio Broadcast Associates seeks 104.3 mhz; 3 kw; HAAT: 269 ft. Address: 2012 Asalea Dr., Goldsboro, N.C. 27533. Principal is headed by Warren Henderson. It has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—James Phillip Gray seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 10 Trinity Place, Fort Thomas, Ky. 41075. Principal has no other broadcast interests. Filed March 31.

■ Harrison, Ohio—Jackson Communications seeks 104.3 mhz; 640 w; HAAT: 679 ft. Address: 8358 Woodbine Ave., Cincinnati 45215. Principal is owned by Toya Jackson, who has no other broadcast interests. Filed March 31.

■ Huron, Ohio—Huron Broadcasting Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 224, 44839. Principal is owned by Marty Larsen and Dean Stampfli, who have no other broadcast interests. Filed March 31.

■ Huron, Ohio—Susan B. Klaus seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1715 Edgefield, Lyndhurst, Ohio 44124. Principal has interest in WKNT(AM)-WNIR(FM) Kent, Ohio. Filed March 31.

■ Huron, Ohio—Thomas W. Roberts seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 533 South Shore Court, Vermillion, Ohio 44089. Principal has no other broadcast interests. Filed March 31.

■ Huron, Ohio—Huron Communications Co. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1142 Rutherford Dr., Cleveland Heights, Ohio 44112. Principal is owned by Benjamin F. Davis and Dominic C. Ozanne. Davis has interest in cable system serving Jefferson Township, Ohio. Filed March 31.

■ Mansfield, Ohio—Radio Voice of Huron seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 763 McPherson St., 44906. Principal is principally owned by Beverly Lynn Eckhardt. It has no other broadcast interests. Filed March 31.

■ McKenzie, Tenn.—William Kurt Schweitzer seeks 93.7 mhz; 3 kw; HAAT: 328 ft. Address: 655 Meadowood Dr., 38201. Principal has interest in colocated WHDM(AM). Filed March 31.

■ McKinnon, Tenn.—David R. Ross seeks 101.5 mhz; 790 w; HAAT: 608 ft. Address: Route One, Dover, Tenn. 37058. Principal has no other broadcast interests. Filed March 31.

■ Clifton, Tex.—Prikryl-Hanna Partnership seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: 1209 Parkway, Austin, Tex. 78703. Principal is owned by Robert W. Prikryl and John R. Hanna. Filed March 31.

■ Clifton, Tex.—Spanish Aural Services Co. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 1700 El Camino Real, Bldg. B, Suite 205, Houston 77058. Principal is owned by Roy E. Henderson. It also owns KLEF(FM) Seabrook, Tex., and KO51L(LPTV) Clear Lake, Tex. Filed March 31.

■ Clifton, Tex.—Clifton Communications seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: RR #1, Box 203, Stockton, Iowa 52769. Principal is owned by Denny Workman, who has no other broadcast interests. Filed March 31.

■ Clifton, Tex.—Smith Media seeks 103.3 mhz; 3 kw; HAAT: 300 ft. Address: 1515 W. 11th St., Clifton, Tex. 76634. Principal is owned by Leon Smith and his wife, Carole, who have no other broadcast interests. Filed March 31.

■ Odessa, Tex.—Echonet Corp. seeks 96.1 mhz; 50 kw; HAAT: 425.1 ft. Address: 2500 S. Raritan, Englewood, Colo. 80110. Principal is headed by Cathy Ergen. It has no other broadcast interests. Filed March 31.

■ Nephi, Utah—Charles D. Hall seeks 92.7 mhz; 3 kw; 328 HAAT: ft. Address: 2707 S. Nevada Ave., Provo, Utah 84601. Principal has no other broadcast interests. Filed March 31.

New TV's

■ Anchorage—Alaska 33 Inc. seeks ch. 33; ERP vis. 1,445 kw; HAAT: 551 ft. Address: 2021 Tudor Hills Dr., 99507. Principal is owned by Meledath Gopinath, Joel I. Ferguson and Thomas B. Jones. It has no other broadcast interests. Filed April 14.

■ San Juan, P.R.—Fundacion De Educacion Christiana seeks ch. 62; ERP vis. 1,000 kw; HAAT: 2,876 ft. Address: Apartado 663, Guyamon, P.R. 00619. Principal is educational institution headed by Victor Sotomayel-Clavel, president. It has no other broadcast interests. Filed March 31.

Facilities Changes

AM's

Tendered

■ KPLA (770 khz) Riverbank, Calif.—Seeks mod. of CP to increase night power to 50 kw. Filed April 9.

■ KCVR (1570 khz) Lodi, Calif.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; change TL and make changes in ant. sys. Filed April 9.

■ KPTO (890 khz) Citrus Heights, Calif.—Seeks mod. of CP to change city of license to Fair Oaks, Calif.; change TL and make changes in ant. sys. Filed April 9.

■ WLPF (730 khz) Lake Placid, Fla.—Seeks mod. of CP to increase power to 500 w; change TL and make changes in ant. sys. Filed April 9.

■ WDCQ (1200 khz) Pine Island Centre, Fla.—Seeks CP to increase day power to 25 kw. Filed April 9.

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ WBOW (1230 khz) Terre Haute, Ind.—Seeks mod. of CP to change freq. 640 khz; reduce power to 250 w and make changes in ant. sys. Filed April 9.

■ New FM (680 khz) Newberg, Kan.—Seeks mod. of CP to reduce night power to 450 w; increase day power to 2.5 kw and make changes in ant. sys. Filed April 9.

■ WFEL (1570 khz) Towson, Md.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w. Filed April 9.

■ WYDK (1480 khz) Yadkinville, N.C.—Seeks CP to change freq. to 1470 khz; change hours of operation to unlimited by adding night service with 700 w and increase day power to 2.5 kw. Filed April 9.

■ WMVI (1160 khz) Mechanicsville, N.Y.—Seeks mod. of CP to change city of license to Clifton Knolls, N.Y.; change TL; increase night power to 50 kw and make changes in ant. sys. Filed April 9.

■ WTSJ (1050 khz) Cincinnati—Seeks CP to change hours of operation to unlimited by adding night service with 500 w. Filed April 9.

■ KXL (750 khz) Portland, Ore.—Seeks CP to increase night power to 20 kw and make changes in ant. sys. Filed April 9.

■ WEMR (1460 khz) Tunkhannock, Pa.—Seeks CP to increase day power to 5 kw. Filed April 9.

■ WKDK (1070 khz) Sunbury, Pa.—Seeks CP to increase night power to 1.5 kw. Filed April 9.

■ WWML (1470 khz) Portage, Pa.—Seeks CP to increase power to 1 kw. Filed April 9.

■ WZBS (1490 khz) Ponce, P.R.—Seeks CP to increase day power to 5 kw. Filed April 9.

■ WWRJ (1200 khz) Hollywood, S.C.—Seeks mod. of CP to change city of license to James Island, S.C. Filed April 9.

■ WBZK (980 khz) York, S.C.—Seeks CP to increase power to 5 kw; change TL and make changes in ant. sys. Filed April 9.

■ KZMX (580 khz) Hot Springs, S.D.—Seeks CP to increase day power to 2.3 kw. Filed April 9.

■ KIMN (1150 khz) Rapid City, S.D.—Seeks CP to change hours of operation to unlimited by adding night service with 500 w; change TL and make changes in ant. sys. Filed April 9.

■ KTBI (810 khz) Ephrata, Wash.—Seeks mod. of CP to increase power to 50 kw. Filed April 9.

■ WRDN (980 khz) Durand, Wis.—Seeks CP to increase power to 2 kw and change TL. Filed April 9.

■ WMNE (1360 khz) Menomonee, Wis.—Seeks mod. of CP to increase day power to 10 kw; reduce night power to 500 w; change TL and make changes in ant. sys. Filed April 9.

Accepted

■ WKHX (590 khz) Atlanta—Seeks MP to reduce night power 4.5 kw and make changes in ant. sys. Filed April 9.

■ WKKD (1580 khz) Aurora, Ill.—Seeks MP to make changes in ant. sys. Filed April 9.

■ WBBM (780 khz) Chicago—Seeks CP to change TL. Filed April 9.

■ WJKY (1060 khz) Jamestown, Ky.—Seeks CP to reinstate permit. Filed April 9.

■ KKMT (710 khz) Ennis, Mont.—Seeks CP to change TL. Filed April 9.

■ WSGO (1140 khz) Oswego, N.Y.—Seeks CP to change TL. Filed April 9.

■ WBHC (1270 khz) Hampton, S.C.—Seeks CP to make changes in ant. sys. Filed April 9.

FM's

Accepted

■ WULA-FM (92.7 mhz) Eufaula, Ala.—Seeks CP to change TL and change HAAT to 328 ft. Filed April 13.

■ KSSB (100.9 mhz) Calipatria, Calif.—Seeks mod. of CP to change TL and change HAAT to 167 ft. Filed April 13.

■ WQBA-FM (107.5 mhz) Miami—Seeks CP to change TL; change HAAT to 1,007 ft. and make changes in ant. sys. Filed April 13.

■ WCXL (101.7 mhz) Vero Beach, Fla.—Seeks CP to change ERP to 1.48 kw and change HAAT to 470.7 ft. Filed April 13.

■ KDCK (95.5 mhz) Dodge City, Kan.—Seeks CP to change TL. Filed April 13.

■ WBEC-FM (105.5 mhz) Pittsfield, Mass.—Seeks CP to

C1750-1
4/28/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 27

KATZ
COMMUNICATIONS INC
People Make The Difference

Katz. The best.

56th Year 1987

Concrete sets around fairness

Vol. 112 No. 17

Broadcasting Apr 27

BROADCASTING's exclusive network revenue figures
Senate passes fairness bill
Reaction to FCC's indecency decision

BY THE NUMBERS ☐ BROADCASTING's exclusive tally of how much the three broadcast networks made, or lost, in 1986. **PAGE 31.**

FAIRNESS FAST TRACK ☐ Senate votes 59 to 31 to approve fairness doctrine legislation. **PAGE 32.**

NEXT STEP ☐ Radio programers most effected by the FCC's indecency decision express confusion over what is specifically off limits under new order. Intensity of the reaction from television, cable industries, First Amendment lawyers and Capitol Hill is mixed. **PAGE 34.**

IN THE NETWORK COOP ☐ Fox Broadcasting well on its way to taking Emmy award ceremony television rights away from the networks. **PAGE 37.**

TAKING AIM ☐ BROADCASTING examines the role of Reed Irvine, who, as head of Accuracy in Media, has sought to hold journalists to a greater degree of accountability. **PAGE 40.**

NPR CONFAB ☐ Representative John Dingell (D-Mich.), NBC News President Larry Grossman to speak at National Public Radio convention. **PAGE 46.**

TWO STRAIGHT ☐ NBC wins its second consecutive prime time season, taking 27 out of 30 weeks. **PAGE 54.**

ADDING UP ☐ Viacom nears $200-million sales mark for *Cosby* in syndication. **PAGE 58.**

BUD NIPPING ☐ Stations are concerned that promotional consideration announcements may be getting out of hand. **PAGE 56.**

TOPS IN PEABODY'S ☐ CBS News leads list of George Foster Peabody award winners. **PAGE 70.**

GAME PLAN ☐ Comsat's Bruce Crockett says World Systems Division of company will pursue greater competitiveness in world market. **PAGE 80.**

FIRST NUMBERS ☐ Fiscal results for Capcities/ABC in first quarter show slight increase over year earlier. **PAGE 86.**

BOSTON BOUND ☐ FCC Commissioner Patricia Diaz Dennis to headline Broadcast Financial Management Association meeting this week in Boston. **PAGE 86.**

FIRST TIMER ☐ New FCC Chairman Dennis Patrick gets warm reception before Senate oversight subcommittee. **PAGE 93.**

ERIE DECISION ☐ Cable finds little to cheer about in district court decision concerning First Amendment. **PAGE 95.**

THUMBS DOWN ☐ Broadcasters near universal in their disdain for FCC's proposed call letter regulation changes. **PAGE 97.**

CIRCUITOUS ROUTE ☐ Rafe Engle went behind the mike and before the bar on his way to the top of Selkirk. **PAGE 119.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Apr 27

Vol. 112 No. 17

CCB/ABC

	Revenue	% chg	Operating Profit	% chg
TV network	$2,084,000,000	-4	$84,000,000	-20
Owned TV's	651,000,000	11	301,500,000	21
Radio networks	144,000,000	7	20,000,000	34
Radio stations	120,600,000	1	43,000,000	30
Broadcasting subtotal	2,999,400,000	-0.5	448,000,000	11
Video Enterprises	154,000,000	42	27,000,000	NM
Total broadcast group	3,153,600,000	1	475,500,000	22

NBC

	Revenue	% chg	Operating Profit	% chg
TV network	$2,518,000,000	15	$261,800,000	29
Owned TV's*	467,700,000	17	167,000,000	20
Radio networks	44,000,000	-1	(8,000,000)	NM
Radio stations	58,000,000	-11	2,000,000	-70
Total broadcasting group	3,087,700,000	15	422,800,000	22

CBS

	Revenue	% chg	Operating Profit	% chg
TV network	$2,270,000,000	-0.4	$80,000,000	-65
Owned TV's	355,200,000	15	140,000,000	30
Radio networks	52,000,000	16	9,000,000	80
Radio stations	140,000,000	9	21,000,000	33
Total broadcasting group	2,817,200,000	2	250,000,000	-31

Sources used to arrive at estimates include Broadcast Advertisers Reports; the Radio Network Association; Brown Brothers Harriman; Mabon, Nugent & Co. and other financial and industry sources. Estimates are BROADCASTING's and are not intended to be actual results. Three-network net sales total of $6.68 billion previously reported by Broadcast Financial Management Association is less than above total in part because of different assumptions. BFM number, for instance, does not include international sales. Prior year figures on which estimated changes are based were adjusted for major acquisitions and divestitures. Amortization charges (see story) have been allocated to divisions. In 1985 Capital Cities/ABC Video Enterprises (primarily ESPN, but including international sales and part ownership of cable channels, Lifetime and Arts & Entertainment) is believed to have lost roughly $15 million. NBC radio networks lost several million dollars in 1985. * Includes KCNC(TV) Denver, owned directly by NBC's parent company General Electric. NM - Not Meaningful.

BROADCASTING'S EXCLUSIVE "BIG THREE" FINANCIAL BREAKDOWN

Capcities leads the way

It takes just over $2 billion to run a television network. And if one pulls in $2.5 billion in advertising, as NBC did in 1986, it can keep a lot of money. If revenue barely outweighs costs, as was the case for ABC and CBS, the rent is barely covered.

That and more are evident in BROADCASTING's second annual analysis of the broadcast groups at Capital Cities/ABC, CBS and NBC, compiled with the help of various industry associations, security analysts and other industry sources (see footnotes in chart above). The $2.2-billion rough break-even number is at least 5%, and possibly 10%, higher than what the television networks required the previous year. That the cost increases should have been as high in the face of a headline-making slowdown in advertising probably affirms the analogy of a television network to a battleship—it takes a while to turn either around.

Moving much better in 1986 alongside the networks were the owned TV stations. Television profit that had the year before come 60% from the networks and 40% from the owned TV stations flip-flopped in 1986, with an enlarged group of TV stations bringing in roughly $600 million profit while the networks brought in just $400 million. In radio, the correlation was reversed, with radio networks outperforming the stations.

The profitable performance at all three broadcast groups' owned TV stations came primarily from local advertising growth on one side and cost-cutting on the other, with NBC's stations getting added help from their network. As has historically been the case, the station groups reported operating margins more than double the margin of the most profitable network, which explains why broadcast groups want to buy additional television stations.

The new stations and new management brought to the owned TV group at Capital Cities/ABC accounted for a significant jump in operating profit, from roughly 28% in 1985 to 46% last year. That sizable station operation was the reason the broadcast group at Capital Cities/ABC was able to outperform NBC both in total profits ($475 million versus $422 million) and operating margin (15.1% versus 13.7%). But in 1987 the balance of profit will likely continue to move toward NBC.

Estimates contained in the accompanying chart were made with the help of a variety of sources, few of which count dollars the same way. Last year also saw accounting changes when new ownerships took over at two of the three broadcast groups.

The importance of accounting counted most last year at Capital Cities/ABC. By some definitions, the ABC television network lost money in 1986, and it was only due to cost cutting done with a pen, writing down the value (and with it, the reported cost) of the network's programing, that the network was able to report its $80-million operating profit.

On the other hand, some observers would not have counted as a meaningful expense, at either ABC or NBC, the annual recording of a portion of those groups' recent purchase price. Much of the latter cost, especially that called "the amortization of intangibles," would most negatively affect the networks and is not related to any ongoing expenditure of money.

Factoring out such positive and negative adjustments brings ABC much closer to the $2.2-billion break-even number. It also makes the combined operating profits of the three broadcast groups roughly $1 billion, about the same as they reported the previous year. But the revenue required to create that profit is higher and the operating margins of the industry's leaders, lower. ☐

NBC wins 27 of 30 in prime time final stats

It overpowers the competition with a 17.8/28 while CBS posts a 15.8/25 and ABC a 14.1/22

With the final Nielsen numbers in hand, television network researchers made final pronouncements on a prime time season in which NBC-TV easily took its second ratings victory in as many years and CBS-TV and ABC-TV slid to historical lows. With 27 weekly wins during the broadcast year just ended (Sept. 22-April 19), NBC triumphed easily with a 17.8 rating and a 28 share, up 0.2 rating points (1%) and one share point (4%) from last year.

CBS finished with a 15.8/25, down 5% from its 16.7 rating last year, and 4% from a 26 share last year. CBS had three weekly wins during the regular season. ABC was again in third place with a 14.1 rating (down 5% from a 14.9 last year), and a 22 share (down 5% from a 23). The average rating/share figures for this season's prime time shows appears below.

The finish for ABC represented the lowest rating for any network in "modern network television history," defined as being since the networks had extensive affiliate line-ups—in the early 1960's—according to researchers from CBS and NBC. Nielsen began keeping track of network ratings on a national basis in 1950. During the 1956-57 season ABC had a 14 rating.

CBS's finish was the lowest in its history, a status that CBS vice president of research, David Poltrack, attributed to the long prime time dominance of that network.

CBS claimed that NBC finished with a 17.7/28, instead of a 17.8/28 this year if the overrun of fall football ratings on NBC were deducted from Sunday prime time numbers on the West Coast.

In its ratings roundup, CBS pointed to the importance of repairing the 8-9 time period across the board on its schedule. CBS research showed that at 8-9 Monday-Saturday, and 7-8 on Sunday, NBC had an 18.5 rating for the season, compared to a 14.2 for CBS and a 13.4 for ABC. At 9-11, NBC had a 17.4, compared to a 16.6 for CBS and a 14.4 for ABC. "The challenge for CBS" in the coming season, said Poltrack, is 8-9 p.m.

Poltrack also suggested that CBS may begin to regroup next season by attempting to win over the younger demographic skew that NBC captured when it began its resurgence a year ago, saying that NBC seemed to be moving away from that audience through recent programing additions.

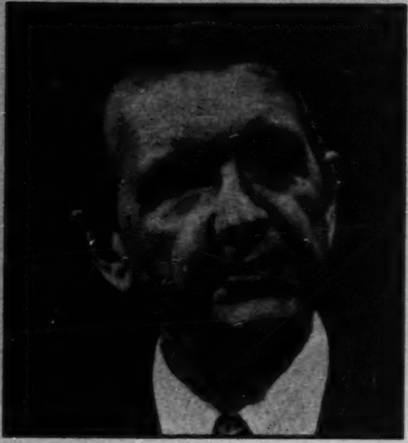
NBC Entertainment President Brandon Tartikoff refuted the suggestion that NBC's audiences were getting older. He said schedule additions such as *Matlock* represented counterprograming to skew towards the available older demographics in time periods dominated by the other networks. Tartikoff said that NBC had not given up on its younger audience, and as proof mentioned that next season's schedule will include a half-hour comedy called *Mama's Boy*; an updated version of the theatrical movie, "Marty," starring Bruce Weitz (*Hill Street Blues*) and Nancy Walker; *Beverly Hills Buntz*, a half-hour comedy/drama in which Dennis Franz of *Hill Street Blues* will reprise his role of Norman Buntz; a one-hour series based on the mini-series, *A Year in the Life*, and aimed at *L.A. Law-St.Elsewhere* audiences; the Lisa Bonet spin-off of *The Cosby Show*; a one-hour 1940-50's "homage to the private detective" set on Sunset Strip, and *Highwayman*, about a lawman with a high-tech truck/helicopter, produced by Glen Larson, and representing another of Tartikoff's attempts (*ALF*, *Misfits of Science*) at a hi-tech offbeat series.

Tartikoff also said that NBC is looking at dropping one of its movie nights and putting in another night of regular series programing, a move that would help the network attract the best producers by giving them a place to run their shows. In the short term such a decision could mean $10 million-$12 million in additional programing expenses, but in the long-term it could mean reaping $30 million-$40 million more in profits. Those thoughts came despite NBC's taking Monday night away from CBS this year, thanks to the performance of the 17th-ranked *NBC Monday Night Movie* (18.6/28).

As previously reported, however (BROADCASTING, April 20), the biggest sto-

The prime time show rankings for '86-'87

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	34.9/53
2.	Family Ties	NBC	32.7/49
3.	Cheers	NBC	27.2/41
4.	Murder, She Wrote	CBS	25.4/37
5.	Golden Girls	NBC	24.5/41
6.	60 Minutes	CBS	23.3/37
7.	Night Court	NBC	23.2/35
8.	Growing Pains	ABC	22.7/33
9.	Moonlighting	ABC	22.4/34
10.	Who's the Boss?	ABC	22.0/33
11.	Dallas	CBS	21.3/34
12.	Newhart	CBS	19.5/28
13.	Amen	NBC	19.4/33
14.	227	NBC	18.9/32
15.	Matlock	NBC	18.6/28
16.	Sunday Night Movie	CBS	18.6/29
17.	Monday Night Movie	NBC	18.6/28
18.	Monday Night Football	ABC	18.4/30
19.	Kate & Allie	CBS	18.3/27
20.	Sunday Night Movie	NBC	18.2/28
21.	L.A. Law	NBC	17.4/29
22.	My Sister Sam	CBS	17.4/25
23.	Falcon Crest	CBS	17.3/30
24.	Highway to Heaven	NBC	17.2/27
25.	Dynasty	ABC	17.2/26
26.	Knots Landing	CBS	16.8/27
27.	Miami Vice	NBC	16.8/27
28.	ALF	NBC	16.5/24
29.	Hunter	NBC	16.5/30
30.	Head of the Class	ABC	16.4/26
31.	Facts of Life	NBC	16.3/29
32.	Cavanaughs	CBS	16.2/24
33.	Designing Women	CBS	16.1/24
34.	Magnum, P.I.	CBS	16.1/25
35.	Perfect Strangers	ABC	15.7/25
36.	Equalizer	CBS	15.4/26
37.	Cagney & Lacey	CBS	15.1/24
38.	Hotel	ABC	14.9/26
39.	Sunday Night Movie	ABC	14.8/23
40.	Valerie	NBC	14.8/22
41.	Scarecrow & Mrs. King	CBS	14.6/24
42.	Hill Street Blues	NBC	14.6/24
43.	Tuesday Night Movie	CBS	14.6/23
44.	Tortellis	NBC	14.6/22
45.	MacGyver	ABC	14.6/22
46.	Gimme a Break	NBC	14.3/22
47.	20/20	ABC	14.1/24
48.	Easy Street	NBC	14.1/21
49.	Monday Night Movie	ABC	14.0/22
50.	Webster	ABC	13.8/23
51.	Mr. Belvedere	ABC	13.7/22
52.	Amazing Stories	NBC	13.5/21
53.	Stingray	NBC	13.5/23
54.	Outaws	CBS	13.4/23
55.	St. Elsewhere	NBC	13.4/23
56.	Simon & Simon	CBS	13.3/20
57.	Crime Story	NBC	13.1/22
58.	You Again	NBC	13.1/21
59.	Our House	NBC	12.9/20
60.	Jack & Mike	ABC	12.8/22
61.	A Team	NBC	12.8/21
62.	Disney Sunday Movie	ABC	12.8/19
63.	Kay O'Brien	CBS	12.7/22
64.	Colbys	ABC	11.9/18
65.	Mike Hammer	CBS	11.8/19
66.	Together We Stand/Nothing is Easy	CBS	11.7/19
67.	Saturday Night Movie	CBS	11.2/19
68.	Spenser: For Hire	ABC	11.0/20
69.	Charа	ABC	10.9/18
70.	1986	NBC	10.5/18
71.	Sledge Hammer	ABC	10.5/17
72.	Wizard	CBS	10.4/16
73.	Downtown	CBS	10.3/18
74.	Sidekicks	ABC	10.2/17
75.	Starman	ABC	10.0/18
76.	Twilight Zone	CBS	9.7/17
77.	Friday Night Movie	ABC	9.1/16
78.	Life With Lucy	ABC	9.0/16
79.	Dads	ABC	8.7/14
80.	Gung Ho	ABC	8.5/13
81.	Ellen Burstyn	ABC	7.6/13
82.	Heart of the City	ABC	7.2/12
83.	Our World	ABC	6.5/10



Zaleski

pro forma for the marketing of the show included specifics on who would be handling the sales of the *Cosby* 30's, no announcement has been made. And with the prospect that the upfront selling season will start later than usual this year, Viacom does not seem to be in any hurry to name its sales agency. There is the possibility that sales will be handled in-house through the sales team that handle sales on its basic MTVN services. That sales team also handles the barter sales for the syndicated *MTV Top Twenty Countdown*.

Zaleski said Viacom plans on making presentations in every market in the country, but that it may not bid every market, depending on the number of stations.

Presentations were recently made in nine markets: Dayton, Ohio; Montgomery, Ala.; Charleston, S.C. (reserve price of $3,400);

Cosby

Syndication■Marketplace

Somers and Lorimar's Dick Robertson

E.V. Di Massa, former producer of *The Mike Douglas Show, Thicke of the Night*, and the proposed talk show starring Tony Orlando that King World and Post-Newsweek tested on WDIV(TV) Detroit, has been hired to produce **Lorimar's** *ValueTelevision*. Di Massa replaces Susan Winston, producer of the show for first the 13 weeks who will move on to other production work for Lorimar. Meredith MacCrae will no longer be co-host of the show. Host Richard Simmons will have a celebrity female guest host each week, beginning with Beverly Garland of *Scarecrow and Mrs. King*. Lorimar also announced that Suzanne Somers will return to series television as star of the first-run sitcom, *Suddenly Sheriff*, debuting fall 1987, which now has been cleared in 87 markets covering 71% of country, including the NBC-owned stations, where it will be part of a first-run sitcom checkerboard. Somers has been away from television for six years.

In an innovative marketing move, **Syndicast Services** has combined its four two-hour specials and four one-hour specials into a special package for use on a weekly or monthly basis throughout the summer. The all-barter specials are being sold as a package because promoting them is easier, as well as the promotion of fall schedules, according to Syndicast President Bob Silberberg. Each hour in the package contains six minutes of barter time for stations and six minutes for Syndicast. The two hours are *The Mrs. America Contest*, hosted by Florence Henderson and featuring stars including Gladys Knight and the Pips; *The Fortieth Anniversary of C.A.R.E.*, hosted by William Shatner and featuring First Lady Nancy Reagan; *The Most Beautiful Showgirl in the World*, shot at clubs and showplaces around the world including "Follies Bergiere" in Paris, and *Gospelfest*, with major names in gospel music addressing the problem of illiteracy. (Syndicast will buy time on stations for *Gospelfest*, in conjunction with Uniworld). The one-hours are *The Victor Awards*, a sports awards show; *Sex Symbols 2*, a second look at beautiful women and men; *The World's Funniest Foul-Ups*, and an evergreen entertainment special hosted by Shirley MacLaine.

Silberberg also said that sales of *Slim Cooking*, the half-hour show hosted by Richard Simmons, will not be cancelled despite Simmons's new duties with Lorimar's *ValueTelevision*. He added that *D.C. Follies* is now cleared in 130 markets covering 86% of the country.

The network television division of **Paramount** has signed George Lucas's Industrial Light and Magic, Lucasfilm Ltd.'s special effects division, to film special effects sequences for the syndicated *Star Trek: The Next Generation*, to be syndicated by Paramount Domestic Television. ILM did the special effects in the last three *Star Trek* films produced by Paramount.

Group W Productions reports that it has cleared *Hour Magazine* on KOIN-TV Portland, Ore. Group W also reports that Paul Block will produce *The Wil Shriner Show*, the daily talk-show produced by Group W and Charles Colarusso, cleared in 73% of the country so far for a fall debut.

Columbia/Embassy Television reports clearing *Sanford & Son* on WHLT(TV) Hattiesburg-Laurel, Miss., and renewing the show on three more stations for its third cycle in syndication: WCSC-TV Charleston, S.C.; WLBT(TV) Jackson, Miss., and KTAL-TV Texarkana (Shreveport, La.). *Sanford & Son* is now cleared in 141 markets covering 89.7% of the country.

USTV reports that it has cleared *The AIDS Connection, An All-Night Dialogue* in 83 markets covering 70% of the country. The live, five-hour news special airing July 24 will include live, interactive remote segments from a dozen stations, with Hubbard Broadcasting's KSTP-TV Minneapolis as the broadcast's headquarters. The link-up of the stations will be through Hubbard's Conus system and USTV's own Ku-band system. Syndicast Services will sell the show's barter time. Thirty-seven stations in the lineup are Conus affiliates.

Select Media Communications has renewed *WHODUNIT?*, a package of 30-second sports question and answer programs for weekend viewing, for a third year. *WHODUNIT?* clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WLS-TV Chicago, KGO-TV San Francisco, WTAF-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit, WKYC-TV Cleveland, WRC-TV Washington and KTVT(TV) Dallas.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 12:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.5/212	98
2.	Jeopardy	13.0/208	99
3.	World Wrestling Fed.	10.1*/186	92
4.	People's Court	8.2/189	96
5.	New Newlywed Game	7.8/190	96
6.	Oprah Winfrey	7.7/156	96
7.	Entertainment Tonight	7.5*/150	92
8.	Star Search	6.1*/164	92
9.	Hee Haw	6.0/206	88
10.	Hollywood Squares	5.9/152	92
11.	Mama's Family	5.8*/155	88
12.	Married...With Children	5.2/106	80
12.	21 Jump Street	5.2/106	81
14.	Tales From the Dark Side	5.1*/144	89
15.	It's a Living	5.0*/143	86

*includes multiple airings

Yakima, Wash.; Medford, Ore.; Albuquerque, N.M. ($5,000); El Paso; Bangor, Me., and Portland, Me. □

Top producers see problems with sitcom saturation

Hollywood HRTS panelists also review formulas for success

The flood of network and first-run situation comedies in the television marketplace this year will lead to a reduction in the number of sitcoms on the air. The prediction came at a Hollywood Radio and Television Society luncheon last week in Beverly Hills, Calif., where the executive producers of four popular series—Steven Bochco, Barney Rosenzweig, Esther Shapiro and Paul Witt—discussed the secrets of television success.

Witt, an executive producer of NBC's *The Golden Girls*, said it is no secret that there are too many comedies on television. Asked if Hollywood can stand "50 to 60 well-made" comedies in a year, which is the case now, Witt replied, "No. I think five or six is a good year for comedy."

With producers clamoring for saleable sitcom pilot ideas, Witt said the demand for creators and staff writers is intense. "We no longer have the kind of staff we can count on year in and year out," he said. "We no longer have creators staying with shows. That is absolutely necessary for the success of most shows."

The situation will result in a decrease in the number of sitcoms, and once the fallout ends, "we'll settle somewhere in the middle," he added. "We'll return to a time when writers could be developed more slowly, could master their craft and will be content to stay with a show longer than a season or two." Witt did not say when the shakeout would occur.

In the hour drama area, Bochco, creator of *Hill Street Blues* and executive producer and co-creator of *L.A. Law*, said shows such as *Hill Street* should continue to be produced despite the huge deficits and soft syndication marketplace for the genre. The hour programs, he added, could be back in demand in "three or four years." *Hill Street* "is going to be a classic in syndication," he said. "It's going to be a staple...for many years to come."

And although prime time soaps have had trouble finding a market domestically, Shapiro, executive producer, co-author and creator of ABC's *Dynasty* and *The Colbys*, cited the potential of those programs in foreign markets. Estimating a worldwide audience of 100 million for *Dynasty*, Shapiro cited a report indicating the relaxation of controls over broadcasting abroad would create a need for 472,000 hours of imported programs by 1990. She indicated the demand for new product will offset the deficits and poor sales in this country.

But Rosenzweig, executive producer of *Cagney & Lacey*, which CBS recently renewed after expressing some initial doubt because of its lackluster ratings, said: "I think the deficit issue is going to become more and more critical." Part of the responsibility for the escalating price tags lies with producers, who he said could reduce costs by having less action and more character development. But Rosenzweig also blamed the networks and craft unions for the problems, saying that if the networks planned their schedules earlier it would allow the production community to resume a year-round rather than eight-month filming season. That, he said, would encourage the unions to stop demanding such high salaries since their workers would be guaranteed annual employment.

Despite the trouble the hour series produced by the panelists have experienced in syndication, each has received acclaim during its network run. The panelists attributed their success to good writing, good acting, luck and, in the case of *L.A. Law*, the move to a good time period. Shapiro also cited good timing, saying she and her co-creator husband, Richard, had "wanted to recreate a fantasy kind of family where people have power and could do anything. I think the fact that the Reagan years started at the same time as *Dynasty* did had a lot to do [with the show's success]." □

Broadcasting shore to ship

Company to transmit block of programs to cruise vessels

Who said narrowcasting was dead? Don't tell that to the folks at Shipboard Satellite Network, who are banking on what they see as a thirst for fresh programing by cruise ship passengers. The company has announced the signing of several licensing agreements for programs it intends to package and transmit to passenger ships at sea in

NBC closes prime time season with a victory

The final week of the season went to NBC with a 15.6 rating and a 27 share, according to Nielsen. This gave the network 27 wins out of the 30 weeks of the season. CBS closed out the season with a 13.2/23, while ABC pulled in a 12.1/21. Last year the final week of the season closed out as follows: CBS 16.3/27, ABC 14.0/23 and NBC 14.2/23.

NBC also won in the evening news race, scoring a 10.6/22 to edge out CBS's 10.4/21 and ABC's 9.7/19. Last year at the end of the season, the news numbers were: CBS 13.7/25, NBC 12.7/23 and ABC 12.2/22.

The HUT level (homes using television) stood at 58.0%, down from week 29's 61%, and down from last year's season-closer 60.6%%.

NBC won five nights, Tuesday through Saturday. ABC won Monday and CBS took Sunday.

Rank	Show	Rating/Markets	% coverage
1.	Family Ties	NBC	26.7/46
2.	Cosby Show	NBC	25.8/46
3.	Murder, She Wrote	CBS	21.2/38
4.	Cheers	NBC	20.9/36
5.	Growing Pains	ABC	20.7/32
6.	Golden Girls	NBC	19.8/37
7.	Sunday Night Movie	CBS	19.6/32
8.	Who's the Boss?	ABC	19.2/32
9.	Moonlighting	ABC	19.0/29
10.	Matlock	NBC	18.1/29
11.	Magnum, P.I.	CBS	17.8/27
12.	ALF	NBC	17.4/28
13.	Valerie	NBC	17.2/27
14.	Nothing in Common	NBC	17.0/29
14.	Bob Hope Special	NBC	17.0/27
16.	Monday Night Movie	ABC	16.8/27
17.	Jesus of Nazareth, pt. 4	NBC	16.7/27
17.	Newhart	CBS	16.7/26
19.	60 Minutes	CBS	16.3/35
20.	This is Your Life Special	NBC	16.1/27
21.	Jesus of Nazareth, pt. 3	NBC	15.8/25
22.	Me & Mrs. C	NBC	15.7/29
23.	Jesus of Nazareth, pt. 2	NBC	15.6/25
24.	Designing Women	CBS	15.4/24
25.	Perfect Strangers	ABC	14.8/26
25.	Houston Knights	CBS	14.6/24
27.	Tuesday Movies	CBS	14.6/23
28.	Head of the Class	ABC	14.5/24
29.	20/20	ABC	14.4/25
29.	Highway to Heaven	NBC	14.4/24
31.	Bronx Zoo	NBC	14.3/24
32.	Sweet Surrender	NBC	14.1/29
33.	Hunter	NBC	13.8/27
33.	MacGyver	ABC	13.8/22
35.	Miami Vice	NBC	13.5/24
36.	Stingray	NBC	13.3/23
37.	Spenser: For Hire	ABC	13.1/20
38.	Facts of Life	NBC	13.0/28
39.	Table for Five	CBS	12.7/22
40.	Doubletake, pt. 1	CBS	12.5/21
41.	Rags to Riches	NBC	12.3/22
42.	Saturday Movie	CBS	11.8/23
43.	Charlie Brown Special	CBS	11.5/18
44.	Friday Night Movie	ABC	11.2/20
45.	Sunday Night Movie	ABC	10.9/20
46.	Andy Williams Special	NBC	10.8/21
47.	Max Headroom	ABC	10.6/18
48.	Spenser: For Hire	ABC	10.5/20
49.	Charmings	ABC	10.4/21
49.	West 57th	CBS	10.4/17
51.	Mariah	ABC	10.1/17
51.	My Sistor Sam	CBS	10.1/16
53.	Ohara	ABC	9.4/18
54.	Our House	NBC	9.0/19
54.	Popcorn Kid	CBS	9.0/17
54.	Mike Hammer	CBS	9.0/15
57.	Wizard	CBS	8.5/15
58.	Starman	ABC	8.3/18
59.	Outlaws	CBS	8.1/17
59.	Nothing is Easy	CBS	8.1/16
61.	Spies	CBS	7.5/12
62.	Jack & Mike	ABC	7.4/13
63.	Our World	ABC	6.2/11

*indicates premiere episode

of Beasley Broadcasting, Goldsboro, N.C.-based group of seven AM's and 12 FM's. Buyer has interest in WMKX-FM Brookville, Pa. Filed March 31.

- WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz; 1 kw-U; FM: 99.9 mhz; 100 kw; HAAT: 452 ft.)—Seeks assignment of license from Waco Radio Inc. to Sage Waco Inc. for $600,000. Seller is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka, and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRS(FM) Burlington, Iowa. Weathers has no other broadcast interests. Buyer is subsidiary of Sage Communications, principally owned by Leonard I. Fassler and Gerald A. Poch. Based in Stamford, Conn., it owns seven AM's and seven FM's. Filed April 13.

New Stations

New FM's

- Florence, Ala.—Clarence T. Barinowski seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3213 Huxley Dr., Augusta, Ga. 30909. Principal is president of WLPE(FM) Augusta, Ga. Filed March 31.
- San Jacinto, Calif.—Collins Radio Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 238 ft. Address: 8 Blueridge, Irvine, Calif. 92720. Principal is owned by Bruce Collins and his wife, Nancy. It has no other broadcast interests. Filed March 31.
- Poughkeepsie, N.Y.—Harvest Broadcasting seeks 96.1 mhz; 3 kw; HAAT: 62 ft. Address: P.O. Box 105FM, Hinsdale, N.H. 03451. Principal is owned by Brian Dodge, who also owns KTIJ(FM) Elk City and KTTL(FM) Alva, both Oklahoma. Filed March 31.

Facilities Changes

Applications

AM's

Tendered

- KZOI (1360 khz) Johnstown, Colo.—Seeks MP to change hours of operation to unlimited by adding night ser-

Summary of broadcasting as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Numbers Speak Louder Than Words.

KOA/KOAQ(FM) Denver, CO	$24,000,000
KLOK(FM) San Francisco, CA	$15,000,000
KXKW/KSMB(FM) Lafayette, LA	$6,400,000
KXTR(FM) Kansas City, MI	$5,750,000
WPET/WKSI(FM) Greensboro, NC	$5,600,000
KRLB-AM/FM Lubbock, TX	$3,575,000
WRGI(FM) Naples, FL	$3,300,000

Some sales subject to FCC approval.

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ON THE CARPET ON THE HILL

AT LARGE

Vol. 112 No. 18

Broadcasting ☐ May 4

Network news chiefs, executives face Hill inquisitors
"At Large" with Dan Ritchie and Burt Staniar
A look ahead to network revenues

NEWS FROM THE HILL ☐ Network news and corporate executives face the fire from House Telecommunications Subcommittee over budget cutbacks, mergers and their effect on electronic newsgathering. **PAGE 31.**

BOSS TALK ☐ Columbia/Embassy are putting the finishing touches on marketing plans for syndicating *Who's the Boss?*. **PAGE 37.**

FORWARD THINKING ☐ National Public Radio convention gets under way with attendees focusing on how to improve the service. **PAGE 37.**

TORCH PASSING ☐ In this "At Large," BROADCASTING editors sat down with Westinghouse Broadcasting's Dan Ritchie and Burt Staniar to discuss the change in leadership at a company that doesn't hesitate to march to the beat of its own drum. **PAGE 40.**

MIP PAGEANTRY ☐ U.S. companies report a number of purchases by foreign companies and co-production deals at MIP-TV. **PAGE 53.**

FIVE YEARS ON ☐ American Public Radio conference looks ahead to improved marketing, programing. **PAGE 57.**

STRIKE TALK ☐ Networks stockpile shows hedging against possible directors strike. **PAGE 58.**

ALL-NIGHT SHOPPING ☐ MCA-HSN announce advertising details on new overnight syndicated program. **PAGE 59.**

PAC DOLLARS ☐ Fifth Estate PAC's contribute over $1 million to 1986 election campaigns. **PAGE 64.**

SATELLITE TIME ☐ FCC's proposal to revise rules governing satellite television stations draws mixed comments at commission. **PAGE 65.**

WARC REVIEW ☐ Washington seminar provides status report. **PAGE 66.**

AD PREVIEW ☐ Political consultants gather to assess state of political advertising and what's in store for 1988. **PAGE 68.**

BOTTOM LINERS ☐ Broadcast Financial Management Association conference addresses issues ranging from TV station pricing to people meters. **PAGE 70.**

PRICE IS RIGHT ☐ Price Communications sells majority interest in its radio stations; buys four TV stations from Clay Communications. **PAGE 74.**

PUBLIC MINDED ☐ PBS/NAPTS conference reviews past successes to determine how to make industry even better. **PAGE 79.**

NEWS MINDED ☐ Top network corporate and news executives headline Gannett seminar on the changing economy and the news business. **PAGE 82.**

PUBLIC DOMAIN ☐ NPR President Doug Bennet has found his constituency among lovers of public radio. **PAGE 103.**

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by two hit theatricals, "Back to the Future" and "Out of Africa," as well as more than 100 hours of made-for-TV movies and regular series, including *Miami Vice, Magnum PI, Murder, She Wrote, The Equalizer* and *Simon & Simon*.

Worldvision International reported doing a minimum of $3 million and perhaps as much as $8 million in sales, with some deals contingent on the successful launch of new outlets. Those included a seven-figure deal for programing on ScanSat, the Scandinavian satellite scheduled for launch in May 1988. The company negotiated a two-tiered deal with the first-run sitcom, *Throb*, in France. The program will have a run on the pay channel, Canal-Plus, which will be followed by a run on the state-run channel, Antenne II.

According to Bert Cohen, Worldvision vice president, international sales, the *Throb* deal in France illustrates the "significance of the new technologies which are allowing distribution companies additional avenues for their products."

CBS International reported brisk sales for *Mafia Wars*, a series from the BBC, as well as a package of theatrical and made-for-TV movies which includes "Kiss of the Spider Woman" and "Eleni." □

American Public Radio: five years and planning

Network gathers its affiliates for annual meeting to talk about marketing its programs, whether it should go with 24-hour news service and what should replace 'Prairie Home'

American Public Radio

If there was one thing most of the 200 attendees at American Public Radio's (APR) annual affiliates conference in Columbia, Md., April 26-29, agreed upon, it is that the five-year-old network's inherent strength lies in the diversity of its programing, which ranges from chamber music to the BBC's World News Service. Improving not only production quality, but also the marketing of programs to stations and underwriters and whether continued network growth should include a 24-hour "newscast" service were among the major issues with which APR station officials were grappling last week. What seemed to attract the most attention, however, were suggestions for a Sunday time slot for rebroadcasts of *A Prairie Home Companion*, the network's leading program, and the national debut date for a live, yet untitled, two-hour "variety" show that will eventually replace *Prairie Home*.

APR kicked off the event with a day-long workshop on Monday (April 27) that asked attendees, who were paired into two groups (representing markets with population less than 1.4 million and larger market stations that also incorporated program producers), to establish APR's top priorities for achieving "significantly increased listenership" and "greater community awareness" by 1990. Among the most important critical factors that emerged from the session were creating more national programing that can be easily integrated into local programing and a willingness of more stations to take program "risks." The "action plan" necessary to carry those steps, according to most APR affiliates, involves "better communication" among station, program producer and the network (an underlying theme during the meeting), as well as developing new sources of funding and conducting research showing potential audience for programing.

Audience data is already being tackled by

Syndication ■ Marketplace

Access Syndication has dropped sales for ***Honeymoon Hotel***, the program starring Isabel Sanford that was to become the first instant first-run strip with 100 half-hour episodes its first year. But the company insists the show is not dead. It may bring it back for fall 1988 if the marketplace opens up. Five pilot episodes of the program aired on 77 stations, covering about 60% of the country, during the second week of January, averaging about a five national rating, according to Rick Jacobson, executive vice president of Access. Jacobson admits some stations were disappointed with their numbers, but said the problem was caused by the unavailability of slots between 5 and 7 p.m. in which to place the show. Stations also worried about whether producers Fred Silverman and Gordon Farr could maintain the level of quality for 100 episodes, Jacobson said. Access sold ***Honeymoon*** on a cash-plus-barter basis, retaining one minute. If ***Honeymoon*** is brought back next year, he said, the marketing plan may change. It is not known whether Sanford will stay with the program.

Orion Television Syndication reports that it has cleared over 90 stations for the second season of ***Hollywood Squares***. Renewals include KMGH-TV Denver; WSPA-TV Greenville, S.C.; WWMT(TV) Grand Rapids, Mich.; KODE-TV Joplin, Mo.; KAMR-TV Amarillo, Tex., and KCRG-TV Columbia, Mo. New stations joining the lineup include WCCO-TV Minneapolis; WAVE-TV Louisville, Ky.; WSAZ-TV Charleston, W.Va., and WLTV(TV) Jacksonville, Fla. Orion also reports it has cleared ***High Rollers*** in more than 50 markets, including such new stations as KSTP-TV Minneapolis; WWMT(TV) Grand Rapids, Mich.; WISH-TV Indianapolis; WTMJ-TV Milwaukee, and WNEP-TV Wilkes Barre-Scranton, Pa.

MGM/UA Television will use Camelot Entertainment Sales to sell its barter time in the weekly action-adventure, ***Sea Hunt***, and the first-run sitcom, ***We've Got it Made***, both debuting in the fall.

King World has cleared 105 stations for the next ***Women of the World*** one-hour special airing in May or June. Clearances for the seventh ***Women*** special, entitled ***Women in Sports and Adventure***, and hosted by Chris Evert, include WABC-TV New York, KHJ-TV Los Angeles, KGO-TV San Francisco, WCVB-TV Boston and WXYZ-TV Detroit. Barter distribution gives stations seven minutes and King World five.

CBS-owned television stations division is now targeting production of series at one of its four stations for eventual syndication. Eric Ober, who became president of the division last month (BROADCASTING, March 30), said the station division is now looking to make production for syndication a larger profit center. The ABC-owned television station division has been an active producer of product for syndication, with ***The Oprah Winfrey Show***, produced by WLS-TV Chicago and syndicated by King World. ***Morning Show***, starring Regis Philbin, produced by WABC-TV New York, is also rumored to be attempting launch in syndication. In the past, CBS-owned television stations have sold various specials, as well as ***Upfront***, a 13-week talk-show series hosted by Greg Jackson, through Syndicast Services.

Ober also said the CBS-owned stations will continue to be repped internally and not through Blair Television, as has been the topic of speculation (BROADCASTING, April 13).

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 19:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/213	98
2.	Jeopardy	13.0/209	98
3.	World Wrestling Fed.	8.5*/191	92
4.	People's Court	8.4/191	96
5.	New Newlywed Game	7.9/189	96
6.	Oprah Winfrey	7.8/163	96
7.	Entertainment Tonight	7.4*/152	93
8.	Lifestyles of Rich-Famous	6.6*/177	94
9.	Hollywood Squares	5.9/153	92
9.	Star Search	5.9*/171	93
11.	Oprah Winfrey	5.8/149	78
12.	Mama's Family	5.5*/155	88
13.	Siskel & Ebert & Movies	4.9*/153	86
14.	Divorce Court	4.8*/133	87
15.	It's a Living	4.7*/115	87

*includes multiple airings

Box 1206, Buxton Rd., Blowing Rock, N.C. 28605. Principals have no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—June N. Phelps seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 517 Cliff Rd., 36109. Principal has no other broadcast interests. Filed April 15.

■ Montgomery, Ala.—Montgomery Broadcast Associates Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3305 Atlanta Highway, 36109. Principal is owned by Paul H. Reynolds and Virgle L. Strickland. Reynolds also owns WAJO(AM)-WJAM(FM) Marion, Ala.

■ Montgomery, Ala.—Double LS Broadcasting Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 609 South Hill St., 36104. Principal is owned by Milton Leon, Tracy Larkin and Tommy Simon and his wife, Loretta. Filed April 15.

■ Auberry, Calif.—Catherine Louise Osborn seeks 105.1 mhz; 560 w; HAAT: 1,863 ft. Address: 2420 Killarney Way, Modesto, Calif. 95355. Principal has no other broadcast interests. Filed April 8.

■ Barstow, Calif.—RRCC Network Inc. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: 501 Ave. A, Barstow, Calif. 93211. Principal is nonstock corporation headed by Randall L. Wood, president. Filed April 10.

■ Julesberg, Colo.—Vivian C. Lopez seeks 96.5 mhz; 100 kw; HAAT: 692.1 ft. Address: 15460 County Road 41, 80737. Principal has no other broadcast interests. Filed April 24.

■ Rancho Mirage, Calif.—Drake Broadcasting seeks 99.5 mhz; 1.1 kw; HAAT: 462 ft. Address: 1363 Elizabeth St., Redlands, Calif. 92373. Principal is owned by Jess Drake who has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Theresa Terrell Zick seeks 99.5 mhz; 830 w; HAAT: 445.1 ft. Address: 2819 Glendevon Circle, Henderson, Nev. 89105. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Sundial Radio Broadcasters seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 73-153 Shadow Mountain Dr., Palm Desert, Calif. 92260. Principal is headed by Joyce Wade-Maltais, who has no other broadcast interests. Filed April 21.

■ Rancho Mirage, Calif.—Daniel P. Mitchell seeks 99.5 mhz; 690 kw; HAAT: 560.9 ft. Address: 25601 Paseo de la Paz, San Juan Capistrano, Calif. 92675. Principal has no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—G. Dale Cowle seeks 99.5 mhz; 3 kw; HAAT: 328 ft. Address: 90 Magdelena Dr., 92270. Principal has no other broadcast interests. Filed April 22.

■ Macon, Ga.—Holy Spirit Harvest Church Inc. seeks 101.5 mhz; 12 kw; HAAT: 362.1 ft. Address: 2254 Rocky Creek Rd., Macon, Ga. 31206. Principal is nonprofit corporation headed by Samuel T. Drye. Filed April 13.

■ Ocean Pines, Md.—The Johns Hopkins Broadcasting Foundation seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 2216 N. Charles St. Baltimore, Md. 21218. Principal is nonprofit corporation headed by Barbara J. Norris. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines Radio Co. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 8708 Graystone Lane, Laurel, Md. 20708. Principal is owned by Alexander W. Soroka, who has no other broadcast interests. Filed April 24.

■ Ocean Pines, Md.—John Geoffrey Wright seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 187 Windjammer, Berlin, Md. 21811. Principal has no other broadcast interests. Filed April 6.

■ Ocean Pines, Md.—Ocean Pines LPB Broadcast Corp. seeks 97.1 mhz; 3 kw; HAAT: 328 ft. Address: 10100 Ocean Highway, Ocean City, Md. 21842. Principal is owned by Leonard P. Berger, who has no other broadcast interests. Filed April 6.

■ Center Moriches, N.Y.—Knight Communications Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston 02215. Principal is Boston-based group of four AM's and four FM's, and operator of cable system in St. Thomas and St. John, V.I., owned by Norman Knight. Filed April 13.

■ Center Moriches, N.Y.—Bay Media Group Inc. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 63 Holiday Blvd., 11934. Principal is owned by Barry B. Mines, Lauren Y. Rothberg and Geraldine Vicari. Filed April 24.

■ Montauk, N.Y.—Jeffrey A. Salkin seeks 105.7 mhz; 3 kw; 246 ft. Address: 555 South Main St., Providence, R.I. 02903. Principal has no other broadcast interests. Filed April 24.

■ Harrison, Ohio—Broadstar Communications Inc. seeks 104.3 mhz; 3 kw; HAAT: 328 ft. Address: 106 Greenwood Ave., Cincinnati 45217. Principal is owned by Ernest L. James. It also owns WCIN(AM) Cincinnati. Filed April 8.

■ Harrison, Ohio—Danny M. Watson seeks 96.1 mhz; 1.45 kw; HAAT: 475.6 ft. Address: 2300 East Kemper Rd., Cincinnati. Principal has no other broadcast interests. Filed April 7.

■ Huron, Ohio—Firelands Broadcasting Corp. seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 3605 Pleasant View Place, Sandusky, Ohio 44870. Principal is owned by Shelley M. Luipold, who has no other broadcast interests. Filed April 15.

■ Nowata, Okla.—Moran Broadcasting Co. seeks 101.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 8346, Wichita Falls, Tex. 76307. Principal is Wichita Falls, Tex.-based group of three AM's and three FM's owned by Richard J. Moran. Filed April 13.

■ Vestal, N.Y.—Carol A. Morgan seeks 103.3 mhz; 435 w; HAAT: 831.5 ft. Address: 1201 Chenango St., Binghamton, N.Y. 13901. Principal has no other broadcast interests. Filed April 22.

■ Vestal, N.Y.—John Anthony Bulmer seeks 103.3 mhz; 1.02 kw; HAAT: 557 ft. Address: 125 Bayshore Court, St. Mary's, Ohio 45885. Principal has no other broadcast interests. Filed April 22.

■ Scotland Neck, N.C.—Holy Spirit FM Partnership seeks 102.7 mhz; 3 kw; HAAT: 317 ft. Address: 2508 N. Duke St., Durham, N.C. 27704. Principal is owned by Ervin L. Hester and seventeen others. Filed April 22.

New TV

■ Hammond, La.—Florida Parishes Television Ltd. seeks ch. 62; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 695.4 ft. Address: 914 North Foster, Baton Rouge 70806. Principal is owned by Louis E. Jenkins, who also owns W49BG(LPTV) Baton Rouge. Filed April 22.

Actions

New FM's

■ North Crossett, Ark.—Returned app. of H&M Broadcasting Inc. for 102.7 mhz; 3 kw; HAAT: 328 ft. Action April 22.

■ Eureka, Calif.—Dismissed app. of American Media Education Network for 88.1 mhz; 100 w; HAAT: 1,422 ft. Action April 13.

■ Fenwick Island, Del.—Returned app. of Maranatha Broadcasting Co. for 92.1 mhz; 3 kw; HAAT: 328 ft. Action April 8.

■ Palm City, Fla.—Granted app. to National Christian Network for 89.9 mhz; 100 kw; HAAT: 180 ft. Action April 17.

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Lihue, Hawaii—Granted app. of Walter S. Tucker for 96.9 mhz; 100 kw; HAAT: 984 ft. Action April 17.

■ Salisbury, Md.—Returned app. of Salisbury Broadcasting Co. for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Thompson's Radio Ltd. Partnership for 98.9 mhz; 3 kw; HAAT: 328 ft. Action April 16.

■ Salisbury, Md.—Returned app. of David L. Steel for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Salisbury, Md.—Returned app. of Gallus Radio Broadcasting Inc. for 98.9 mhz; 3 kw; HAAT: 325.4 ft. Action April 16.

■ Geneva, Ohio—Granted app. of Ray-Mar Broadcasting Co. for 104.9 mhz; 3 kw; HAAT: 984 ft. Action April 16.

■ John Day, Ore.—Returned app. of Life Broadcasting Inc. for 91.9 mhz; 2.5 kw; HAAT: 14 ft. Action April 10.

■ Reedsport, Ore.—Returned app. of Michael Liss for 92.1 mhz; 1 kw; HAAT: 325 ft. Action April 16.

■ Redfield, [illegible]D.—Returned app. of Mary Verkest for 103.7 mhz; 100 kw; HAAT: 996.8 ft. Action April 16.

■ *Culpepper, Va.—Granted app. of Golden Rule Org. Workshop Inc. for 89.9 mhz; 12 kw; HAAT: 255 ft. Action April 16.

■ *Spokane, Wash.—Granted app. of Gonzaga University for 88.7 mhz; 100 w; HAAT: minus 43.4 ft. Action April 21.

New TV's

■ Gadsen, Ala.—Returned app. of Overview Communications Ltd. for ch. 60; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 754 ft. Action April 21.

■ Porterville, Calif.—Returned app. of Joaquin Correia for ch. 61; ERP vis. 17.5 kw, aur. 3.5 kw; HAAT: 320 ft. Action April 21.

■ Jackson, Miss.—Dismissed app. of Turner Broadcasting and Communications Systems Inc. for ch. 51; ERP vis. 5,000 kw, aur. 500 kw; HAAT: 1,164 ft. Action April 17.

■ Guymon, Okla.—Returned app. of Carl M. Fisher for ch. 9; ERP vis. 1.5 kw, aur. 150 w; HAAT: 268 ft. Action April 21.

■ Fredericksburg, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 2; ERP vis. 100 kw, aur. 1 kw; HAAT: 494 ft. Action April 17.

Facilities Changes

Applications

FM's

Tendered

■ KUWL (91.5 mhz) Fairbanks, Alaska—Seeks CP to change ERP to 7 kw. Filed April 24.

■ KIHX-FM (106.1 mhz) Prescott Valley, Ariz.—Seeks CP to change ERP to 2.55 kw; change HAAT to 500.9 ft. and change freq. to 106.1 mhz. Filed April 22.

■ KLOI (107.1 mhz) Grover City, Calif.—Seeks CP to change freq. to 107.3 mhz; change ERP to 4.2 kw and change HAAT to 807 ft. Filed April 22.

■ KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change TL; change ERP to 33 w; change HAAT to 2,434.4 ft. Filed April 23.

■ WKLG (102.1 mhz) Rock Harbor, Fla.—Seeks CP to change HAAT to 232.9 ft.; change ERP to 50 kw and change freq. to 102.1 mhz. Filed April 23.

■ WZOW (97.7 mhz) Goshen, Ind.—Seeks CP to change TL; change ERP to 2 kw and change HAAT to 387 ft. Filed April 23.

■ KFRB (101.1 mhz) Girard, Kan.—Seeks mod. of CP to change TL and change HAAT to 325 ft. Filed April 22.

■ WKDO-FM (105.5 mhz) Liberty, Kan.—Seeks CP to change HAAT to 237.8 ft. Filed April 22.

■ KSKU (106.1 mhz) Lyons, Kan.—Seeks CP to change TL and change HAAT to 629.2 ft. Filed April 22.

■ WGBF-FM (103.1 mhz) Henderson, Ky.—Seeks CP to change ERP to 1.265 kw; change HAAT to 505.1 ft. and change TL. Filed April 23.

■ WXYV (102.7 mhz) Baltimore—Seeks CP to change TL and change HAAT to 436.2 ft. Filed April 22.

■ KXRA-FM (92.7 mhz) Alexandria, Minn.—Seeks CP to change ERP to 100 kw; change HAAT to 708.5 ft. and change TL.

■ KLKS (95.3 mhz) Breezy Point, Minn.—Seeks CP to

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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting May 11

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TOP 100 COMPANIES in Electronic Communications

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Vol. 112 No. 19

Broadcasting ☐ May 11

Journalists focus on Iran/contra hearings
Preview of CBS affiliates meeting
CPB's first 20 years

GEARING UP ☐ Television and radio journalists begin first of what is expected to be many months of Capitol Hill hearing coverage into Iran/contra controversy. **PAGE 31.**

CABLE TALK ☐ In wide ranging speech before National Press Club audience Tele-Communications Inc.'s John Malone discusses plans for possible new programing services and overall shape of industry. **PAGE 33.**

MUST-CARRY APPEAL ☐ Group of cable interests files with appeals court on FCC's new must-carry rules. **PAGE 34.**

FAST TRACK ☐ House Telecommunications Subcommittee passes fairness doctrine bill; legislation codifying doctrine moves to floor for vote this week. **PAGE 35.**

HALF-INCH DECISION ☐ ABC decides to go with half-inch Betcam videotape technology. **PAGE 36.**

20 YEARS ON ☐ Nearly 20 years ago the Corporation for Public Broadcasting was born to further the education and culture of the country. Not all of the hopes its original creators had have come to pass. **PAGE 60.**

BENNET ANALYSIS ☐ National Public Radio President Doug Bennet presents optimistic view on state of public radio at NPR annual convention. **PAGE 72.**

LATE GAINS ☐ Petry analysis reveals drop in viewing of late-night newscasts on affiliates, largely at the expense of independent programing. **PAGE 78.**

GILLETT'S MAN ☐ Gillett Broadcast Services taps former CBS executive Neil Derrough to run its rapidly expanding broadcast group. **PAGE 83.**

BETTER NUMBERS ☐ Viacom proxy statement released as merger with National Amusements draws near sports optimistic outlook. **PAGE 84.**

BOOK REVIEW ☐ *New Yorker* writer has authored book chronicling the political and manufacturing battles behind the introduction of videocassette recorders into the U.S. **PAGE 94.**

FIRST IN SPACE ☐ Communications conference at Catholic University examines First Amendment problems confronting journalists and government officials presented by advances in satellite photography. **PAGE 97.**

PEABODY HONORS ☐ George Foster Peabody winners are honored in New York. **PAGE 100.**

BONUS BABY ☐ Michael Lambert, at the tender age of 35, has already been in charge of domestic syndication divisions at two major program syndicators. **PAGE 119.**

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The Top 100

COMPANIES IN ELECTRONIC COMMUNICATIONS

Adams Russell ☐ Affiliated Publications ☐ Allied-Signal ☐ American Family ☐ Anixter Brothers ☐ Arvin ☐ Barris ☐ A.H. Belo ☐ Burnup & Sims ☐ Business Men's Assurance ☐ Cablevision Systems ☐ Capital Cities/ABC ☐ CBS ☐ Centel ☐ Century Communications ☐ Chris-Craft ☐ Coca-Cola ☐ C.O.M.B. ☐ Comcast ☐ Compact Video ☐ Comsat ☐ Conrac ☐ Disney ☐ Dow Jones ☐ Dun & Bradstreet ☐ Durham ☐ Eastman Kodak ☐ Foote Cone & Belding ☐ Gannett ☐ General Instrument ☐ GenCorp ☐ General Electric ☐ Grey Advertising ☐ Gulf + Western ☐ Harris ☐ Heritage ☐ Home Shopping Network ☐ Interpublic ☐ Jefferson-Pilot ☐ Josephson International ☐ JWT Group ☐ King World ☐ Knight-Ridder ☐ Lee Enterprises ☐ Liberty ☐ LIN ☐ Lorimar-Telepictures ☐ M/A-Com ☐ Maclean Hunter ☐ Malrite ☐ MCA ☐ McGraw-Hill ☐ Media General ☐ Meredith ☐ MGM/UA ☐ 3M ☐ Motorola ☐ Multimedia ☐ New World Pictures ☐ New York Times ☐ News Corp. ☐ North American Philips ☐ Oak Industries ☐ Ogilvy Group ☐ Omnicom Group ☐ Orion Pictures ☐ Park ☐ Playboy Enterprises ☐ Price ☐ Pulitzer Publishing ☐ Reeves ☐ Reliance Group ☐ Reuters ☐ Rogers Communications ☐ Rollins ☐ Saatchi & Saatchi ☐ SCI Holdings ☐ Scientific-Atlanta ☐ Scripps Howard ☐ Selkirk ☐ Sony ☐ Aaron Spelling Productions ☐ Stauffer Communications ☐ Taft ☐ Tektronix ☐ Tele-Communications Inc. ☐ Time Inc. ☐ Times Mirror ☐ Tri-Star Pictures ☐ Tribune ☐ Turner Broadcasting ☐ United Artists ☐ United Cable TV ☐ Varian ☐ Viacom ☐ Warner Communications ☐ Washington Post ☐ Western Union ☐ Westinghouse ☐ Zenith

Fifth Estate companies turn in upbeat 1986

BROADCASTING's annual ranking of Top 100 public companies in electronic communications shows combined revenue of $193.2 billion and net income of $11.2 billion; GE is once again number one on revenue list,while Capcities/ABC tops Electronic Communications Index

Mergers and restructuring continued to strongly influence the results of the Fifth Estate in 1986, according to BROADCASTING's annual survey of the Top 100 publicly traded companies in electronic communications. Combined, these companies reported 1986 revenue of $193.2 billion and net income of $11.2 billion. One in every six of Top 100's revenue dollars was derived from Fifth Estate enterprises, for a total of $32 billion.

Revenue for the group was up 17%, with much of that increase due to continued acquisitions, but much of it was also due to strong sales growth. Mergers involving two of the three television broadcasting networks closed in 1986, as did several mergers among advertising agencies. Also, the entry of News Corp. into the independent television business added that $3-billion company to the list. A similar move by an affiliate of Reliance Group Holdings to set up a Spanish-language television network added that insurance/holding company to the Top 100.

The wave of going-private buyouts that depleted the listing in previous years turned around in 1986, with various Fifth Estate companies conducting initial public offerings, both to take advantage of the stock market's continuing strength and its interest in media stocks. Among those recently taking the public plunge were Pulitzer Publishing, Outlet Communications, Home Shopping Network and Aaron Spelling Productions. And Reliance also had a public offering last year and proceeded to swallow John Blair & Co.

The total of Top 100 revenue dollars winding up as net income in 1986 increased 31% from 1985. That performance was turned in during a year in which one might have thought that a generally sluggish economy, along with interest payments and other merger-related expenses, would have pushed profits lower. Compared to the 3.9% average profit margin found in a survey of 1,000 large companies by Forbes, the Fifth Estate did well with a 5.8% net profit margin.

Perhaps one reason for the strong showing was that corporate restructuring, while continuing in 1986, served also to boost profits as divestitures provided one-time benefits to the bottom lines of companies such as Oak Industries, LIN Broadcasting, CBS and Tribune.

The first two companies led the way in profit margins with Oak—which had sold its materials division to Allied Signal—posting a 39.7% margin and LIN—helped along by gains from the sale of radio and paging businesses—33%. Others reporting large earnings percentages were Barris Industries, 25.1%; Lee Enterprises, 19.6%; Stauffer Communications, 17.2%; Affiliated Publications, 16.5%; Dow Jones, 16.2%; Disney, 15.6%; Tribune, 14.4%, and Times Mirror, 13.7%. But special writedowns also continued to negatively affect earnings elsewhere, such as at Taft, Western Union and Playboy.

BROADCASTING's Top 100 are publicly traded networks, group owners, MSO's, programers, advertising agencies, ratings firms, equipment manufacturers and providers of post-production and other services. The list also includes companies engaged in satellite master antenna television, subscription television, direct broadcast satellite services, multipoint distribution service, teletext, videotex and low-power television businesses.

The companies are ranked by total revenue. Most companies figures are based on their fiscal/calendar-year reports. When a company's fiscal year does not approximate the calendar year, four-quarter totals most closely approximating the calendar year were used. BROADCASTING has also assigned each company an Electronic Communications Index (ECI) percentage (the precentage of total revenue contributed by a company's broadcasting, cable and related operations) and rank. Whenever possible it is calculated using line of business information provided by the company. In cases where the company does not make that breakout, the ECI is based on estimates by securities analysts or BROADCASTING's own estimates.

The listing of companies by their ECI revenue shows that broadcasters still dominate the Top 100 with Capital Cities/ABC reporting 1986 media-related revenue of $3.2 billion. General Electric was next with $3.1 billion, followed by CBS with $2.8 billion, Time with $1.5 billion, Viacom with $919 million, MCA with $913 million, Westinghouse with $839 million, Omnicom Group—representing last year's merger of BBDO, Doyle Dane Bernbach and Needham Harper & Steers—with $761

Story continues on page 60; Top 100 chart appears on pages 54-59

100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100

		Revenues (000)		%
Company		**1986**	**1985**	**Change**
1	General Electric	$36,725,000	$29,252,000	25.55
2	Allied-Signal	11,794,000	9,115,000	29.39
3	Eastman Kodak	11,550,000	10,631,000	8.65
4	Westinghouse	10,731,000	10,700,200	0.29
5	Coca-Cola	8,668,556	7,212,093	20.20
6	3M	8,602,000	7,846,000	9.64
7	Sony Corp.	8,179,988	6,788,476	20.50
8	Motorola	5,888,000	5,443,000	8.18
9	CBS	4,753,700	4,452,000	6.78
10	North American Philips	4,531,600	4,395,200	3.10
11	Capital Cities/ABC	4,124,374	1,020,880	304.01
12	Gulf+Western	3,781,100	3,320,700	13.87
13	Time Inc.	3,762,000	3,403,554	10.53
14	Reliance Group	3,225,749	2,525,979	27.70
15	News Corp.	3,162,556	2,149,092	47.16
16	Dun & Bradstreet	3,113,500	2,771,669	12.33
17	GenCorp	3,099,000	3,020,748	2.59
18	Times Mirror	2,968,004	2,959,418	0.29
19	Warner Communication	2,848,000	2,234,891	27.43
20	Gannett Co.	2,801,497	2,209,421	26.80
21	Disney	2,722,291	2,093,052	30.06
22	MCA	2,441,374	2,098,525	16.34
23	Tribune	2,029,813	1,937,878	4.74
24	Harris Corp.	1,989,000	2,310,235	-13.90
25	Knight-Ridder	1,910,650	1,729,613	10.47
26	Zenith	1,892,100	1,623,700	16.53
27	McGraw-Hill	1,577,000	1,491,200	5.75
28	New York Times	1,564,663	1,393,772	12.26
29	American Family	1,401,463	954,800	46.78
30	Centel Corp.	1,369,912	1,331,649	2.87
31	Tektronix	1,352,409	1,419,812	-4.75
32	Washington Post	1,215,064	1,078,650	12.65
33	Maclean Hunter	1,151,789	972,996	18.38
34	Dow Jones & Co.	1,134,867	1,040,918	9.03
35	Jefferson-Pilot	1,040,000	1,016,182	2.34
36	Arvin Industries	995,620	820,995	21.27
37	Viacom	919,000	444,112	106.93
38	Varian Associates	908,255	962,851	-5.67
39	Western Union	889,192	982,639	-9.51
40	Interpublic Group	814,400	691,500	17.77
41	General Instrument	787,800	794,281	-0.81
42	Omnicom Group	761,776	681,276	11.82
43	Lorimar-Telepictures*	700,000	549,000	27.50
44	Anixter Brothers	669,400	658,900	1.59
45	JWT Group	649,052	582,434	11.44
46	SCI Holdings	648,904	592,417	8.70
47	Tele-Communications Inc.	645,724	577,251	11.86
48	Media General	634,627	578,560	9.69
49	Meredith Corp.	578,272	485,777	19.04
50	M/A-Com Inc.	577,500	552,164	4.59

*Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0. * 12 month figures unavailable from company. Estimates for 1985 and 1986 from Value Line.*

Earnings 1986	Earnings 1985	% change	Profit margin %	Earnings per share	P/E ratio	ECI %	ECI rank
$2,492,000	$2,277,000	9.44	6.79	$5.46	19	8.41	2
605,000	-279,000	-316.85	5.13	3.26	13	4.00	18
374,000	332,000	12.65	3.24	1.66	50	2.00	36
670,000	605,300	10.69	6.24	4.42	14	7.82	7
934,347	722,299	29.36	10.78	2.42	42	5.00	20
779,000	664,000	17.32	9.06	6.8	19	4.00	28
258,568	344,439	-24.93	3.16	0.85	23	6.00	16
194,000	72,000	169.44	3.30	1.53	40	7.00	23
375,100	27,400	1268.98	7.89	16.02	10	59.26	3
68,500	81,500	-15.95	1.51	0.34	116	5.00	37
447,689	142,222	214.78	10.86	11.2	31	76.50	1
267,400	247,800	7.91	7.07	4.22	17	30.30	13
192,000	199,819	-3.91	5.10	5.95	14	41.00	4
62,991	43,353	45.30	1.95	1.14	8	0.00	0
198,695	157,805	25.91	6.28	1.49	19	24.00	9
340,000	294,708	15.37	10.92	4.47	28	5.00	52
130,000	75,213	72.84	4.20	5.75	20	6.00	44
408,085	237,127	72.10	13.75	6.31	13	12.5	26
137,400	195,305	-29.65	4.82	1.26	23	17.00	17
276,404	253,277	9.13	9.87	1.71	27	12.53	27
423,635	176,018	140.68	15.56	2.22	29	4.00	56
155,204	149,959	3.50	6.36	2.02	23	37.41	6
292,870	123,844	136.48	14.43	7.26	10	22.97	19
68,600	80,287	-14.56	3.45	1.69	23	20.00	25
140,039	132,724	5.51	7.33	2.41	21	5.36	60
-10,000	-7,700	NM	-0.53	-0.43	NM	11.00	40
154,000	147,400	4.48	9.76	3.04	20	5.90	67
132,227	116,318	13.68	8.45	1.63	26	6.00	66
100,697	54,200	85.79	7.18	0.98	11	3.30	87
109,002	128,743	-15.33	7.96	3.88	15	6.60	69
55,131	70,168	-21.43	4.08	1.51	23	13.50	45
100,173	114,261	-12.33	8.24	7.8	24	15.50	43
69,274	59,426	16.57	6.02	0.72	28	5.00	80
183,362	138,608	32.29	16.16	1.89	26	0.90	111
123,100	128,050	-3.87	11.84	2.87	10	9.30	63
41,207	35,872	14.87	4.14	2.46	15	4.00	90
-9,900	37,049	-126.72	-1.08	-0.26	NM	100.00	5
-8,666	15,355	-156.44	-0.95	-0.41	NM	11.00	62
-531,205	-367,221	NM	-59.74	-22.72	NM	10.00	70
41,100	36,600	12.30	5.05	1.87	17	70.00	14
-80,400	-66,542	20.82	-10.21	0.48	69	34.00	31
-4,077	30,142	-113.53	-0.54	-0.17	NM	100.00	8
6,500	23,000	-71.74	0.92	0.00	NM	95.00	10
22,700	19,100	18.85	3.39	0.55	NM	40.00	32
5,923	19,402	-69.47	0.91	0.6	48	64.00	22
-122,159	-25,149	NM	-18.83	-1.11		100.00	11
72,296	10,119	614.46	11.20	0.92	32	100.00	12
17,107	32,824	-47.88	2.70	1.2	50	26.32	49
31,091	48,935	-36.46	5.38	1.64	18	23.00	55
7,200	41,349	-82.59	1.25	0.78	18	3.50	104

TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP 100 TOP

	Company	Revenues (000)		%
		1986	1985	Change
51	Ogilvy Group	560,132	490,486	14.20
52	Turner Broadcasting	556,917	351,891	58.26
53	United Artists Communications	552,804	499,684	10.63
54	Taft	511,000	430,387	18.73
55	Scientific-Atlanta	479,633	443,681	8.10
56	Comsat	466,300	444,400	4.93
57	Saatchi & Saatchi	443,900	469,000	-5.35
58	Rogers Communications	424,896	431,249	-1.47
59	Reuters	422,381	323,182	30.69
60	Business Men's Assurance	415,125	414,774	0.08
61	Affiliated Publications	401,109	350,669	14.38
62	A.H. Belo	397,233	385,151	3.14
63	Liberty	380,625	354,511	7.37
64	Multimedia	371,799	336,271	10.56
65	MGM/UA Communications	370,828	239,230	35.48
66	Pulitzer Publishing	329,115	272,086	20.96
67	Foote Cone & Belding	326,400	287,020	13.72
68	Grey Advertising	265,480	227,026	16.94
69	Durham Corp.	258,235	232,282	11.17
70	Tri-Star Pictures	254,377	258,886	-1.74
71	Home Shopping Network	238,918	35,856	566.32
72	Josephson International	237,941	208,795	13.96
73	Chris-Craft	223,992	190,257	17.73
74	Lee Enterprises	223,368	210,531	6.10
75	Scripps Howard	210,500	134,540	56.46
76	United Cable TV	209,181	180,182	16.09
77	Burnup & Sims	199,870	183,352	9.01
78	Aaron Spelling Productions*	197,197	105,179	87.49
79	LIN Broadcasting	195,340	141,718	37.84
80	Heritage Communications	192,739	157,373	22.47
81	New World Pictures	188,923	106,568	77.28
82	King World	174,263	117,187	48.70
83	Selkirk	171,911	207,427	-17.12
84	Playboy Enterprises	167,120	188,001	-11.11
85	Compact Video	155,689	33,904	359.20
86	Conrac	153,939	150,289	2.43
87	Oak Industries	151,745	153,116	-0.90
88	Cablevision Systems	150,839	136,968	10.13
89	C.O.M.B.	150,187	114,475	23.78
90	Park Communications	136,938	113,712	20.42
91	Comcast	130,854	117,312	11.54
92	Orion Pictures	125,940	198,122	-36.43
93	Stauffer Communications	118,158	113,657	3.96
94	Rollins Communications	112,370	99,953	12.42
95	Malrite	106,469	83,294	27.82
96	Price Communications	87,180	37,192	134.41
97	Adams Russell	73,876	86,529	-14.62
98	Century Communication	72,673	57,898	25.52
99	Reeves Communications	64,543	97,343	-33.70
100	Barris Industries	60,154	23,360	157.51

*Notes: NM means not meaningful. Percentage changes less than 0.5 are shown as 0. * 1985 figures are for six months ending December.*

Earnings		%	Profit	Earnings	P/E		ECI
1986	1985	change	margin %	per share	ratio	ECI %	rank
26,995	30,247	-10.75	4.82	1.9	15	73.00	24
-187,314	1,157	NM	-33.63	-10.97	NM	92.30	15
7,547	13,961	-45.94	1.36	0.18	35	42.00	133
-60,300	41,195	-246.38	-11.80	-6.49	NM	56.00	30
-7,427	16,809	-144.18	-1.55	-0.32	NM	60.00	29
58,900	-41,527	NM	12.63	3.22	7	1.00	116
54,100	32,000	69.06	12.19	1.68	18	55.00	33
-20,989	11,189	-287.59	-4.94	0.00		100.00	21
51,905	38,939	33.30	12.29	1.72	38	1.50	114
-16,445	35,062	-146.90	-3.96	-2.54	NM	9.88	89
66,092	30,958	113.49	16.48	1.85	27	12.00	85
20,268	23,818	-14.90	5.10	2.93	20	45.00	47
34,730	28,073	23.71	9.12	2.84	13	24.78	65
-4,661	21,638	-121.54	-1.25	-0.42	NM	53.82	41
18,974	-59,880	NM	5.12	0.00	NM	25.00	68
16,443	20,021	-17.87	5.00	1.22	30	0.00	123
13,700	16,377	-16.35	4.20	3.3	15	33.00	57
9,109	10,061	-9.46	3.43	6.6	17	64.00	48
22,740	26,135	-12.99	8.81	2.98	16	4.80	108
13,760	1,579	771.44	5.41	0.55	18	25.00	75
117,870	2,669	4316.76	49.34	0.34	47	100.00	34
15,142	680	2126.76	6.36	3.06	4	19.60	86
14,747	18,333	-19.56	6.58	0.66	37	70.00	51
43,818	31,589	38.71	19.62	1.69	14	23.90	82
5,500	30,937	-82.22	2.61	0.53	154	100.00	38
2,601	10,950	-76.25	1.24	0.07	430	100.00	39
13,348	-1,144	-1266.78	6.68	0.1	46	34.00	74
22,514	13,187	70.73	11.42	1.22	7	96.00	42
66,240	35,788	85.09	33.91	1.15	33	93.00	46
-9,904	8,346	-9.46	-5.13	-0.5	NM	50.00	64
10,709	5,137	108.47	5.67	0.75	16	15.00	93
23,635	15,265	54.83	13.56	0.77	31	95.00	50
12,420	12,688	-2.11	7.22	0.46	43	82.00	54
-43,692	-16,693	NM	-26.14	-1.89	NM	12.00	105
-3,721	-267	NM	-2.39	-0.07	NM	37.12	79
7,838	7,231	8.39	5.09	1.16	23	8.00	109
60,243	-37,576	-260.32	39.70	0.58	2	16.00	100
-16,143	-50,495	-68.03	-10.70	-0.28	NM	100.00	53
-5,175	6,552	-178.98	-3.44	-0.36	NM	17.98	95
14,923	15,207	-1.87	10.90	1.08	28	51.00	73
16,925	14,570	16.16	12.93	0.47	42	80.00	59
8,340	-31,862	NM	6.62	-2.81	NM	50.00	76
20,374	6,703	203.96	17.24	6.07	22	18.00	103
13,237	12,014	10.18	11.78	0.9		90.00	61
-8,979	8,828	NM	-8.43	-0.53	NM	100.00	58
-24,594	-12,341	99.28	-28.21	-2.45	NM	100.00	71
2,457	9,662	-74.57	3.33	0.38	63	37.00	94
5,819	879	561.82	8.01	0.02	NM	100.00	72
2,027	-59,951	NM	3.14	0.05	229	34.00	102
15,112	7,112	112.49	25.12	1.82	7	95.00	81

Story continues from page 53

million, News Corp. with $759 million and Tele-Communications Inc. with $645.7 billion.

General Electric led the Top 100 in total revenue with $36.7 billion, followed by Allied-Signal with $11.8 billion, Eastman Kodak with $11.6 billion, Westinghouse with $10.7 billion, Coca-Cola with $8.7 billion, 3M with $8.6 billion, Sony with $8.2 billion, Motorola with $5.9 billion, CBS with $4.8 billion and North American Philips with $4.5 billion.

The cutoff at the bottom of the list rose from 1985's $55.2 million to $60.1 million this year. Several fast growing companies pushed their way onto the Top 100, including Barris Industries and Price Communications.

Some companies would have made a top 100 listing of Fifth Estate revenue but fell short based on total revenue. In that category were Outlet Communications and Westwood One, both with $59 million; Gray Communications, with $52 million; Infinity Broadcasting, with $51.9 million; TCA Cable TV with $48.3 million; Western Tele-Communications, with $47.8 million; American Cablesystems, with $46 million; Chyron, with $37.3 million; Fries Entertainment, with $34.6 million, and Cetec, with $31 million. ■

The Media

Twenty tumultuous years for CPB

The public broadcasting system has refined and defined its services under the corporation's oversight, despite continuing friction between CPB's board and rest of public system

Public broadcasting's patriarch, the Corporation for Public Broadcasting, has been dispensing advice and allowances for almost 20 years. As the titular head of the noncommercial family since its authorization on Nov. 7, 1967, CPB has done much to further education and culture in the United States. But the corporation has an authoritarian side that often incites rebellion among its beneficiaries the Public Broadcasting Service and National Public Radio and their member stations, which have struggled for independence and squabbled among themselves from the start. Add to the picture CPB board-president relations that have been notoriously strained throughout the organization's history, and the screen shows a family whose tensions rival those of the soap operas on commercial television. In the ongoing struggle to fulfill E.B. White's vision of "our Lyceum, our Chautauqua, our Minsky's and our Camelot," public broadcasting has wrestled with the demons money, power and politics, usually in full public view.

■

In January 1967, a year-long, $750,000-study of educational broadcasting financed by the Carnegie Commission on Educational Television changed the course of the noncommercial industry by concluding that "a well-financed and well-directed educational television system, substantially larger and far more pervasive and effective than that which now exists in the United States, must be brought into being if the full needs of the American public are to be served." The Carnegie Commission, headed by Dr. James R. Killian Jr., chairman of the Massachusetts Institute of Technology, recommended es-

In the beginning. More than 200 government, education and broadcast notables—many of them principal architects of the Public Broadcasting Act of 1967—were on hand at the White House when President Johnson signed the legislation. They included (l-r): Representatives William L. Springer (R-Ill.), Torbert H. Macdonald (D-Mass.) and Harley O. Staggers (D-W. Va.), all of the House Commerce Committee; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.), both of the Senate Commerce Committee; Alan Pifer, president of the Carnegie Corp.; Dr. James B. Killian Jr., who was chairman of the Carnegie Commission on ETV and John W. Gardner, secretary of Health, Education and Welfare.

Independents showing late-night gains

Ratings increase has come largely at the expense of late-night news

Affiliate late newscasts in the top 50 markets have slipped 2.9 share points while counter programing on independents has gained 2.5 share points in comparisons of sweep periods of November 1986 and February 1987 with those of November 1985 and February 1986, according to Petry Inc. research. Those changes come after three straight years without gains or losses in shares of more than a point for either the affiliates or independents in the top 50 markets during the time periods researched (11-11:30 p.m. in Eastern and Pacific time zones, and 10-10:30 p.m. in central time zones).

The drop-off for affiliates and gains for independents come as something of a surprise. For the four years prior to the November 1986-February 1987 season, affiliate shares had averaged almost 79.9 in the top 50, but fell to 76.1 this season. Last year they stood at 79. For independents, shares had averaged 9.5 from November 1982-February 1983 through last season when they stood at 9.7. This season, during the two sweep periods, they stood at 12.2.

The Petry analysis cites three possible reasons for the late news gains in the past year for independents in the top 50 markets. First, *The Late Show starring Joan Rivers* has improved time periods by an average of two share points for those independents that have affiliated with Fox Broadcasting Co. From February 1986 to February 1987, 70% of those Fox affiliates (still classified as independents) have improved their time periods while 15% declined.

Second, there has been the growth of choices for television viewers. According to NTI universe estimates, cable penetration has grown from 37.9% in 1983 to 48.7% in 1987. According to NSI sample estimates, VCR penetration has grown from 6.3% in 1983 to 48.7% in 1987.

Those gains come as HUT levels during the late-night time periods went from 44 in November 1982-February 1983, to 45.2 in November 1986-February 1987, a gain of almost 3%. Within that time period there was particular growth from November 1983-February 1984 to November 1984-February 1985 when HUT's grew 1.8 points from 43.4 to 45.2.

The third possible reason for the affiliate declines and independent gains in late news concerns a fall-off in the shares affiliates are getting from their networks' prime time schedules in the half-hour leading into their newscasts. The fall-off in late news shares has actually been less precipitous than the fall-off in network shares for the preceding half-hour (10:30-11 p.m. in Eastern and Pacific time zones, and 9:30-10 in the central time zone). From November 1982-February 1983 to November 1986-February 1987, shares for the half-hour of network prime time leading into affiliate news fell from 86.9 to 78.5, an 11% drop-off. Affiliate news shares dropped from 78.9 to 76.1, or 4%, during the time period.

From February 86 to February 87, affiliates fell in share in 36 of the markets, were up in 11 markets and were the same in three. Independents, on the other hand, were up in 37 markets, down in 10 and the same in three. From November 1985 to November 1986, 35 affiliates fell in share while nine rose and six were the same. From November to November last season to this season independents were up in 40 of the markets, off in five and the same in five.

Independent gains against affiliate late news were impressive in some of the the markets. In Los Angeles, from February 1986 to February 1987, independents, including four VHF stations, rose from a 30 share to a 37, as affiliates were off from a 70 in February 1986 to a 62 in February 1987. In February 1983, affiliates had a 70 share in that market, and independents had a 24 share.

In Boston, independents went from a 6 share in February 1983 to a 21 share in February 1987, as affiliates went from an 88 to a 69. Independents were up four points from February 1986 to February 1987, and affiliates were off two points. ☐

No prime time summer slump for NBC

NBC won week two of the summer prime time ratings season, scoring a 15.3/21 to beat second-place CBS (13.3/22.7) and third-place ABC (12.4/21). NBC won Monday, Thursday and Saturday nights, while CBS took Friday and Sunday and ABC Tuesday and Wednesday. Last year in the same week NBC won with a 15.5/26 to CBS's 14/23 and ABC's 13.2/22.

The *NBC Nightly News* continued to win the network news race, scoring a 10.1/22 to the *CBS Evening News'* (9.6/21) and *ABC's World News Tonight* (8.8/19). Last year CBS edged NBC in the news race, scoring a 12.3/24 to NBC's 11.9/24. ABC had a 10.3/20.

Rank ☐	Show ☐	Network ☐	Rating/Share
1.	Cosby Show	NBC	31.6/53
2.	Family Ties	NBC	30.8/50
3.	Cheers	NBC	26.0/42
4.	Golden Girls	NBC	19.5/36
5.	Sunday Movie	CBS	19.3/29
5.	Monday Night Movies	NBC	19.3/32
7.	Nothing in Common	NBC	19.2/31
8.	Dallas	CBS	18.8/32
9.	Growing Pains Special	ABC	17.4/30
10.	Moonlighting	ABC	17.3/27
10.	Sunday Night Movie	NBC	17.3/27
12.	Falcon Crest	CBS	17.2/30
13.	Dynasty	ABC	16.8/27
13.	60 Minutes	CBS	16.8/29
15.	Superstars and Moms	ABC	16.4/26
16.	Knots Landing	CBS	16.0/27
17.	Disney Sunday Movie	ABC	15.9/25
17.	ALF	NBC	15.9/28
19.	Sledge Hammer Special	ABC	15.8/26
20.	Valerie	NBC	15.7/26
21.	Me & Mrs. C	NBC	15.6/29
22.	Tuesday Movie	CBS	15.4/25
23.	Head of the Class	ABC	15.3/26
24.	Murder, She Wrote	CBS	15.2/24
25.	Matlock	NBC	15.0/25
26.	Night Court	NBC	14.9/24
27.	20/20	ABC	14.4/24
28.	Houston Knights	CBS	14.3/25
29.	Ringling Brothers Circus	CBS	14.1/27
30.	L.A. Law	NBC	14.0/24
30.	Hunter	NBC	14.0/27
32.	Newhart	CBS	13.7/22
32.	Easy Street	NBC	13.7/22
34.	Perfect Strangers	ABC	13.3/24
35.	Magnum, P.I.	CBS	13.2/21
35.	Bronx Zoo	NBC	13.2/23
35.	Miami Vice	NBC	13.2/22
38.	Stingray	NBC	12.8/23
39.	Sweet Surrender	NBC	12.7/25
40.	MacGyver	ABC	12.6/21
41.	Designing Women	CBS	12.5/20
42.	My Sister Sam	CBS	12.3/20
42.	Simon & Simon	CBS	12.3/20
44.	Facts of Life	NBC	12.0/25
45.	Max Headroom	ABC	11.9/20
45.	Mike Hammer	CBS	11.9/21
47.	Mr. Belvedere	ABC	11.8/22
47.	Highway to Heaven	NBC	11.8/21
49.	Monday Night Movie	ABC	11.5/19
50.	Kate & Allie	CBS	11.4/20
51.	Spenser: For Hire	ABC	11.3/22
52.	Gimme a Break	NBC	11.1/17
53.	Mariah	ABC	10.9/19
54.	Webster	ABC	10.7/21
55.	Tortellis	NBC	10.1/16
55.	Our House	NBC	10.1/18
57.	Ohara	ABC	9.9/18
58.	West 57th	CBS	9.6/16
59.	Starman	ABC	9.0/18
59.	Alabama	CBS	9.0/15
61.	Roomies	NBC	8.8/17
62.	Fast Copy	NBC	8.7/15
63.	Friday Night Movie	ABC	8.2/14
64.	Outlaws	CBS	8.1/17
64.	Amazing Stories	NBC	8.1/15
66.	Saturday Movie	CBS	7.9/15
67.	Jack & Mike	ABC	7.2/12
68.	Wizard	CBS	7.0/12
69.	Our World	ABC	5.9/10

Syndication Marketplace

Speaking at a Wednesday luncheon of the New York chapter of the National Academy of Television Arts and Sciences last week, **Turner Program Services** President Russ Barry said TPS will soon be deciding on production of three pilots for syndicated series. Barry said TPS has already commited to a pilot for an updated version of the original *Our Gang* series for 1988. It will have TPS vice president of development, Dick Melcomb, as its executive producer. TPS will also produce a special celebrating the 50th anniversary of "Gone with the Wind," which is part of the MGM library sold by TPS.

Barry said TPS has delayed introduction of *Rocky Road* and *Safe at Home* because of the difficult sales environment for first-run series. Barry joined TPS, the syndication arm of Turner Broadcasting, as sales of *On Parade* were launched. Barry said the series never managed to get off the ground.

Barry also said that TPS will not syndicate the next *Goodwill Games* in 1990, leaving WTBS(TV) as the sole source of coverage for the games.

King World reports that *The Laugh Machine* is a firm go for fall 1987, with a lineup of 101 markets covering 76% of the country. *The Laugh Machine* is a weekly comedy, produced by George Schlatter Productions. It features up to 15 comedians in each weekly half-hour. *The Laugh Machine* is sold on a barter basis with three-and-a-half minutes for stations and three minutes for King World. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston, WDIV-TV Detroit, KTVT(TV) Dallas, WUSA-TV Washington and KHOU-TV Houston.

Multimedia Entertainment reports that *The Dom Deluise Show* is now a firm go for a September start with clearances covering more than 60% of the country. Sales of the show are on a cash-plus-barter basis with one-and-a-half minutes for stations and five minutes for Multimedia. Clearances include WCBS-TV New York, KCBS-TV Los Angeles, WCAU-TV Philadelphia, KGO-TV San Francisco, WCVB-TV Boston and WDIV-TV Detroit.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended April 26:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.8/212	98
2.	Jeopardy	12.8/209	99
3.	Innocence Lost	10.3*/168	94
4.	World Wrestling Fed.	9.0*/192	93
5.	People's Court	8.2/193	96
6.	New Newlywed Game	7.6/189	96
7.	Oprah Winfrey	7.3/168	96
8.	Entertainment Tonight	6.9*/155	93
9.	Hollywood Squares	6.0/152	92
10.	Siskel & Ebert & Movies	5.8*/159	88
11.	Lifestyles of Rich-Famous	5.4*/159	88
12.	Hee Haw	5.1/213	90
13.	Divorce Court	4.9*/134	87
14.	It's a Living	4.8*/146	87
14.	Mama's Family	4.8*/159	89

*includes multiple airings

In Sync

Environmental action

The Environmental Protection Agency's leading scientist in the radio frequency radiation (RFR) field will leave the agency in September to start an RFR consulting firm for broadcasting and other industries using electromagnetic energy. EPA's Richard Tell said the move should not affect the agency's current review of a new guidelines that would limit human exposure to RF energy.

The guidelines are scheduled to be released in the first quarter of 1988, Tell said. EPA is considering four options in the proceeding, including applying the limits now used by the FCC and developed by the American National Standards Institute (ANSI). Other options would make acceptable exposure limits five times and 10 times stricter than the ANSI levels, while a fourth option would require no action from the federal agency.

ANSI is also in the process of considering new standards. According to Tell, the ANSI committee considering the issue will meet in Portland, Ore., in late June to discuss a recommended draft revision of the current standard. Under review is whether to recommend a two-tier standard with distinct exposure limits for workers and for the general public, and whether to suggest limits for RF shocks and burns that occur from contact with very low frequency RF energy.

In related news, an independent study of literature on the biological effects of radiofrequency electromagnetic radiation has found "no decisive evidence of deleterious effects" at low levels of exposure.

The study, commissioned by the Electromagnetic Energy Policy Alliance (EEPA), also found that some of the 32 scientific research papers reviewed provided inadequate or no statistical analysis of their results.

The scientists conducting the review, led by Murray Selwyn of the Auburndale, Mass.-based consulting firm, Statistics Unlimited, did note that several laboratory studies demonstrated "clear-cut effects" at high-intensity levels of RF radiation.

EEPA conducted the study so the findings could be used in public or zoning hearings on proposed transmission facilities that emit RF radiation, including radio and TV stations, or in litigation over injury liability. The work is available from EEPA for $295, $195 for EEPA members.

EEPA, which recently met in Washington, also reelected the National Association of Broadcasters' deputy general counsel, Barry Umansky, as its president.

High priced

Broadcasting engineers earned an average of $67,600 in 1986, more than all other types of engineers except for engineering management, according to a salary survey to be released this month by the Institute of Electrical and Electronics Engineers in Washington.

Broadcasting engineers earned more on average than those employed in consumer electronics ($62,600), aerospace ($56,800) computer hardware ($52,200) and three dozen other categories of employment, according to the association.

Cable system engineers earned an average $55,700 last year, IEEE said.

For specific job functions, the highest average salaries were earned in general and corporate management ($81,800), consulting ($60,300) and basic research ($59,400).

The average income overall is $53,889 as of January, the Washington-based association reported. IEEE member engineers living in Santa Cruz, Calif., and Atlanta, Ga., fare the best, it added.

The 107-page survey, available this week, also finds that while lower-level employes earn less in small companies than counterparts in larger companies, higher-level employees also earn more in small companies than in mid-sized or larger ones.

The study is available from IEEE for $55.95 for members, $69.95 for nonmembers.

Fiber futures

Half of all network affiliates will be hardwired into fiber optic networks by July 1988 and the technology may allow stations to save as much as 20% in news operations compared to satellite newsgathering costs.

According to John Abel, National Association of Broadcasters executive vice president of operations, in a recent presentation to TV group broadcasters, fiber technology has some definite advantages over satellite, *case.*

Additionally, APR President Al Hulsen said the Ford Foundation, New York, has awarded the five-year-old network a $500,000 matching grant in support of the APR's program fund, which nurtures the development of new shows. (As a matching grant, every $1 awarded by the Ford Foundation must be matched by $2 in grants from other sources.)

Constitutional quiz

The National Association of Broadcasters is sending member stations a packet of 110 one-minute scripts focusing on the 200th anniversary of the Constitution. They can be utilized as either public service announcements or as commercially sponsored programs, NAB said. The packet also includes some 200 "quiz" questions about the Constitution and related history for on-air use.

Agency top 10. The Radio Advertising Bureau has released its "top 10" radio ad agency list in percentage of media disbursements to radio for 1986. The top agency was the Richards Group, Dallas, with 26% of its expenditures, or $21.4 million, going to radio. The company unseated last year's leader, Davis, Johnson, Mogul & Colombatto, Los Angeles, which dropped to ninth.

Appearing for the fourth consecutive year on RAB's top 10 were W.B. Doner; Ross Roy; Bozell, Jacobs, Kenyon & Eckhardt, and D'Arcy MacManus Masius. The following is RAB's top 10 radio ad agency list.

Agency	*% to radio*	*Radio billings (in millions)*	*1985 rank*
Richards Group	26	21.4	—
Mojo MDA-Allen & Dorward	21	15.8	—
Eisaman, Johns & Laws	18	16.1	—
Cole & Weber	17	15.4	—
Bloom Companies	16.1	30.4	3
Ross Roy	15.6	65.0	7
Ingalls, Quinn & Johnson	15.3	18.0	—
W.B. Doner	14.2	29.8	5
Davis, Johnson, Mogul & Colombatto	14.1	18.4	1
Bozell, Jacobs, Kenyon & Eckhardt	13.2	148.5	6

Law & Regulation

Padden warns syndicators on PTAR repeal

INTV president urges programers to take careful stance in battle

Preston Padden, the president of the Association of Independent Television Stations, warned syndicators last week that attempts to repeal the FCC's prime time access rule, which prohibits network affiliates from carrying off-network product to affiliates in access, could strengthen the networks' hand in the financial interest and syndication area.

Padden's comments urging programers to choose their sides carefully in the upcoming battle came at an INTV reception in Los Angeles for about 50 top syndication executives. Relations between the two sides have been strained since the syndication market grew soft and independent stations gained the upper hand.

"I want to sound an alarm... about a problem that we're going to face in the immediate future, and that is an effort to repeal all or part of the prime time access rule," Padden said. "I want to say to this group I understand that you would like the opportunity in many cases to sell off-network product to network affiliates in access time. But before you leap onto that bandwagon, I urge you to get independent counsel representing your interest in Washington to take a look at the interconnections between the prime time access rule and the financial interest and syndication rules.

"In my humble opinion... those two rules are part of the same package. And if anybody thinks they're going to be able to make a surgical change in the off-network restriction in access time without jeopardizing the financial interest and syndication rules in this deregulatory environment, I think you're dreaming."

But Padden's arguments apparently did little to convince syndicators. Gary Lieberthal, chairman and chief executive officer of Columbia/Embassy Television, said he is not sure the two issues can be tied together. Concerning the prime time access rule, Lieberthal said that without the ability to purchase off-network product, "affiliates in top 50 markets are operating at a disadvantage."

Padden also pleaded for support in INTV's ongoing battle with the cable industry over INTV's efforts to pass legislation to get rid of the five-year sunset on must-carry rules, end channel switching and bring about the return of syndicated exclusivity.

With exclusivity the cable industry's next priority at the FCC, Padden said, independents will be in for a tough battle and could use all the support they could get. Saying he expects cable interests to flood legislators' offices with mail opposed to the reinstitution of exclusivity rules. Padden attacked the motives of the cable industry. "The cable people, the folks that just got themselves deregulated so they can raise their rates as high as they want and scrambled all their own program services, blacking out programing to millions of Americans, they've announced the return of syndicated exclusivity would be anticonsumer," he said.

When it comes to moving independents off the system or "up into cable Siberia," Padden said his side won a victory of sorts last week with a legal opinion obtained by

More relief for daytimers. The FCC last week proposed to permit about 1,600 AM daytimers operating on clear and regional channels to operate all night with up to 500 watts. James McKinney, FCC Mass Media Bureau chief, told BROADCASTING last week that the agency's proposal would result in all but about 200 to 300 of the nation's some 2,400 daytimers getting nighttime power. About 500 daytimers operating on foreign clear channels received nighttime authority in a previous proceeding. The 200 to 300 daytimers excluded can't be helped because they're too close to co-channel stations. McKinney said the agency hopes to adopt its final order by early fall to permit the daytimers, which he said are mostly located in "rural America," to carry high school football games and other local sporting events. McKinney conceded that most of the 1,600 stations are likely to receive only relatively small nighttime power—from 10 to 50 watts. But that may be enough for the stations to cover their communities, McKinney said. Under the proposed rules, the daytimers would not be required to protect one another against interference, nor would they have to meet city-coverage requirements. Those with nighttime facilities that don't achieve a field strength of at least 141 millivolts per meter one kilometer from their transmitters would not receive interference protection from subsequently authorized stations, nor would they have to comply with minimum operating schedule requirements. The FCC said the daytimers won't have to apply for the nighttime authorizations. The agency will calculate the powers and issue show-cause orders to the stations that can operate at night. The FCC also proposed to stop licensing new AM daytime-only stations. In addition, it proposed to reduce the minimum power for Class III AM stations on regional channels from 0.5 kw to 0.25 kw and to reclassify as Class III those Class IV stations authorized at least 0.25 kw power that have been assigned to regional channels. "This will permit these stations to obtain nighttime protection from subsequently authorized stations," the FCC said. "Unlike Class III stations, such protection is not afforded to Class IV stations."

Granted app. for assignment of license from Radio Communications of Mason City Inc. to Boyd Communications Inc. for $300,000. Seller is principally owned by C. Kenneth Kjeldseth. It has no other broadcast interests. Buyer is owned by Rusell C. Boyd and his brother, Edward, who have no other broadcast interests. Action April 27.

■ WTHU(AM) Thurmont, Md. (1450 khz; 500 w-D; 100 w-N)—Granted app. for assignment of license from Dean and Petrina Aubol to Jenifer Broadcasting Corp. for $206,250. Sellers own WATN(AM) Watertown and WTOJ(FM) Carthage, both New York. Buyer is owned by David W. Weisman, Peter A. Greenburg and Morton E. Faller. It has no other broadcast interests. Action April 22.

■ KRWC(AM) Buffalo, Minn. (1360 khz; 500 w-D)—Granted app. for transfer of control from Donald Wolenhaus and his wife, Janel, to Kurt Weiche and his wife, Jayne, for $178,884. Sellers have no other broadcast interests. Buyer is station's manager. Action April 27.

■ KSDY(FM) Sidney, Mont. (95.1 mhz; 100 kw; HAAT: 330 ft.)—Dismissed app. for assignment of license from Fischer Land & Development Corp. to Country 95 Inc. for $115,000. Seller is owned by Gerald Fischer, who has no other broadcast interests. Buyer is owned by Linda K. Wells and her husband, Russell. It has no other broadcast interests. Action April 21.

■ WDST(FM) Woodstock, N.Y. (100.1 mhz; 3 kw; HAAT: 305.6 ft.)—Granted app. for transfer of control of Woodstock Communications to Pinnacle Too Communications Inc. for $1,120,000. Seller is principally owned by Jerome and Sasha Gillman. It has no other broadcast interests. Buyer is owned by Richard Landy, who als owns WKNY(AM) Kingston, N.Y. Action April 23.

■ WLOE(AM)-WKLM(FM) Eden, N.C. (AM: 1490 khz 1 kw-D; 250 w-N; FM: 94.5 mhz; 100 kw; HAAT: 980 ft.)—Granted app. for assignment of license from Colonial Broadcasting Co. to WKLM-FM Broadcasting Inc. for $2.5 million. Seller is Montgomery, Ala.-based group of two AM's and four FM's owned by David Coppock. Buyer is subsidiary of Speed-O-Print Business Machine Corp., publicly traded, Chicago-based office equipment distributor headed by Peter Nisselson. It also owns WJYE(FM) Buffalo, N.Y., and WNNR(AM) New Haven, Conn. Action April 23.

■ WCHU(AM) Soddy-Daisy, Tenn. (1550 khz; 5 kw-D)—Granted app. for assignment of license from C. Alfred Dick to Ernest E. Boston for $350,000. Seller has interest in WALI(AM)-WROG(FM) Cumberland, Md. Buyer has no other broadcast interests. Action April 23.

■ KPLT(AM)-KTXU(FM) Paris, Tex. (AM: 1490 khz; 1 kw-U; FM: 99.3 mhz; 3 kw; HAAT: 300 ft.)—Granted app. for transfer of control from Clifford B. Marshall and family to Jeff D. Methven. Seller owns WFIG(AM)-WWDM(FM) Sumter, N.C. Buyer is station's manager. Action April 22.

■ WKDW(AM)-WSGM(FM) Staunton, Va. (AM: 900 khz; 1 kw-U; FM: 93.5 mhz; 2.35 kw; HAAT: 350 ft.)—Granted app. for assignment of license from Shenandoah Valley Broadcasting Co. to Clark Broadcasting Co. for $2,330,000. Seller is headed by Patsy E. Miller, president. It has no other broadcast interests. Buyer is owned by Jim Clark. It also owns WCEI-AM-FM Easton, Md. and WOVU-FM Ocean View, Del. Action April 16.

New Stations

■ Florence, Ala.—Muscle Shoals Bailey seeks 96.1 mhz; 3 kw; HAAT: 328 ft. Address: 1570 Woodmont Dr., Tuscumbia, Ala. 35674. Principal is owned by Bob Carl Bailey, who also owns WZZA(AM) Tuscumbia, WTQX(AM) Selma and has interest in WBTG-FM Sheffield, all Alabama. Filed April 20.

■ Rancho Mirage, Calif.—Desert Sun Radio Ltd. seeks 99.5 mhz; 707 w; HAAT: 560.2 ft. Address: 21535 Erwin St., #129, Woodland Hills, Calif. 91367. Principal is owned by William A. Cabranes, Edward S. Fukomoto and Donna B. Weiss, who have no other broadcast interests. Filed April 22.

■ Rancho Mirage, Calif.—Jeff E. Walker seeks 99.5 mhz; 3 kw; HAAT: 610.1 ft. Address: 72-063 Via Vail, 92270 Principal has no other broadcast interests. Filed March 22.

■ Rancho Mirage, Calif.—Anne K. Wallace and her husband, William, seek 99.5 mhz; 3 kw; HAAT: 610.1 ft. Address: 44 Kavenish Dr., 92270. Principal has no other broadcast interests. Filed March 22.

■ Reidsville, Ga.—Reidsville Broadcasting Corp. seeks 104.1 mhz; 1.35 kw; HAAT: 465.7 ft. Address: 114 Church St., 30453. Principal is owned by Robert A. Ritchie, who also owns WTNL(AM) Reidsville, Ga. Filed April 27.

■ Des Moines, Iowa—White Eagle Ltd. Partnership seeks 107.5 mhz; 50 kw; HAAT: 492 ft. Address: 3839 E. Tiffin, 50317. Principal is owned by Arenda Maxwell Eleanor St. John and Richard T. Wilson. It has no other broadcast interests. Filed April 29.

■ Meredith, N.H.—Winnipesaukee Broadcasting Co. seeks 101.5 mhz; 2 kw; HAAT: 397 ft. Address: Box 760; Kingston, N.H. 03848. Principal is owned by Richard A. DeFabio, William G. Steele and William Tucker. DeFabio has interest in WYRY(FM) Hinsdale, N.Y. Filed April 27.

■ Meredith, N.H.—Jeffrey H. Kaplan seeks 101.5 mhz; 1.05 kw; 397 ft. Address: 4403 Clearbrook Lane, Kensington, Md. 20895. Principal has no other broadcast interests. Filed April 27.

■ Vestal, N.Y.—KRB Associates seeks 103.3 mhz; 410 w; HAAT: 839.7 ft. Address: 210 Clinton St., Binghamton, N.Y. 13905. Principal is owned by Joanne Kocak and two others. It has no other broadcast interests. Filed March 22.

■ Vestal, N.Y.—Sherlock-Hart Broadcasting Inc. seeks 103.3 mhz; 420 w; HAAT: 843 ft. Address: Box 103, Route 22, W., Loretto, Pa. 15940. Principal is owned by Edward J. Horak and Neil F. Rosenbloom, who also own WBXQ(FM) Cresson, Pa. Filed April 22.

■ Waterloo, N.Y.—Archon Broadcasting Partnership seeks 98.5 mhz; 1.46 kw; HAAT: 452.6 ft. Address: 34 Grover St., Auburn, N.Y. 13201. Principal is owned by Minturn S. Osborn, who has no other broadcast interests. Filed April 29.

■ Everett, Pa.—Radio Everett Inc. seeks 104.3 mhz; 350 w; HAAT: 967.6 ft. Address: Box 187; Everett, Pa. 15537. Principal is owned by Melvin C. Baker and his wife, Sandra. It also owns WSKE(AM) Everett. Filed April 27.

■ Omega, Pa.—Shirley Marchant seeks 107.5 mhz; 3 kw; HAAT: 328 ft. Address: 111 Lamar St., Box 304, 31775. Principal has no other broadcast interests. Filed April 29.

■ Charlottesville, Va.—Skyline Broadcasting Co. seeks 107.5 mhz; 320 w; HAAT: 980 ft. Address: Box 1403 VHFS, Warrenton, Va. 22186. Principal is owned by William E. Garrison and family. It has no other broadcast interests. Filed April 24.

■ Charlottesville, Va.—Green Valley Broadcasting seeks 107.5 mhz; 316 w; HAAT: 1,000.4 ft. Address: 8805 Clifford Ave., Chevy Chase, Md. 20815. Principal is owned by Rita A. Capobianchi. Her brother, Joseph, owns CP for new

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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Vol. 112 No. 20

Broadcasting ▪ May 18

Basic cable growth skyrocketing
ABC, CBS, NBC announce fall schedules
"At Large" with NCTA's Jim Mooney

CABLE GROWTH ☐ Series of factors are spurring significant growth among basic cable programing services. **PAGE 39.**

OUT OF THE BLOCKS ☐ ABC, CBS and NBC announce their new fall programing schedules. Program decisions are being affected by shift to people meters. **PAGE 42.**

SENSE OF INDECENCY ☐ NAB executive committee releases statement seeking clarification of FCC indecency ruling and condemning broadcast of indecent or obscene material. **PAGE 45.**

FIRST TIME OUT ☐ Dennis Patrick conducts first meeting as FCC chairman. **PAGE 45.**

GRAMM-RUDMAN ☐ Senate Foreign Relations Committee cuts back future funding for USIA. **PAGE 46.**

TOUGH TALK ☐ In this "At Large" with BROADCASTING, NCTA President James Mooney reviews the benefits of past legislative victories and addresses efforts to undo others on the Fifth Estate playing field. **PAGE 47.**

NCTA 87 ☐ Cable industry turns its eyes to Las Vegas for the start of its annual convention. **PAGE 59.** The agenda appears on **PAGE 60** and a listing of exhibitors begins on **PAGE 62.**

FULL SPEED AHEAD ☐ House Commerce Committee passes fairness doctrine bill by 33-8 vote. **PAGE 77.**

AUCTION BID ☐ Proposal calling for auctioning parts of nonbroadcast spectrum is floating around Capitol Hill. **PAGE 77.**

HUE AND CRY ☐ Hollywood producers testify on Capitol Hill against colorization of black-and-white movies. **PAGE 78.**

MARTI GRADES ☐ Radio Marti gets report card on its second birthday. **PAGE 80.**

DEBT DILEMMA ☐ Although much has been made of the debt broadcasters are carrying, some experts conclude industry is not, in general, overburdened by its borrowing. **PAGE 82.**

INSIDE SCOOP ☐ Former CBS newsman Bill Leonard discusses his career in book, "In the Storm of the Eye." **PAGE 84.**

AD PRIMER ☐ Columbia business school seminar examines cable advertising's potential. **PAGE 88.**

JUST IN CASE ☐ Cable industry taking first hard look at high-definition technology. **PAGE 91.**

METER MEN ☐ Producers fear people meter introduction will skew network program requests. **PAGE 93.**

ALL LINED UP ☐ CBS and ABC finalize Saturday-morning programing schedule. **PAGE 97.**

FORENSIC ENGINEER ☐ NCTA's Wendell Bailey relishes being association's point man on engineering issues. **PAGE 119.**

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said.

According to Doug Wenger, senior vice president of marketing, Storer Cable, the MSO is 4,300 subscribers ahead of its subscriber projection through April. As a result of the promising start, he said, Storer has revised upward its anticipated subscriber gain for the year—from around 70,000 to 80,000. "I don't think that is particularly bullish," he said. "I think we can do better than that."

Storer didn't wait for the basic increases, which ranged from 10% to 20%, to go into effect to soften the blow. "We spent a lot of time in the fourth quarter [of 1986] promoting the value of basic cable," he said. "Apparently the customers, by and large, didn't argue with us on that point."

Wenger called pay growth "excellent" during the first quarter, even though rate increases generally retard pay sales. Through April, Storer was 48,600 pay units over budget. Instead of a net loss of 29,200 during the period, he said, Storer experienced a net gain of 19,400.

Myhren sees ATC's healthy basic growth as the payoff for ATC's improved customer service. Through an outside research firm, ATC has been measuring customer satisfaction every six months for the last three years. For the past two years, he said, "It's been a steady uphill climb."

Myhren also said the improvement in programing was a factor. "I don't think there is any question. When you look at special-interest programing, it just gets better all the time." And through "better communications with the customers about what's on cable," he said, "cable operators are succeeding in getting viewers to break old viewing habits by walking "around the dial" and tuning into cable on a regular basis.

According to Kay Koplovitz, president of the USA Network, the collective programing of the cable networks "is definitely a factor in increased penetration rates. The basic services are offering substantially better programing than they were five years ago or two years ago and subscribers are finding the value in those programs."

According to the basic cable programers, one of the biggest factors in their growth over the past several months has been the collapsing of tiers. "We're seeing a lot of the satellite-delivered services that were on a tier being moved to the basic package," said John Reardon, MTV Networks' executive vice president and general manager of affiliate sales and marketing. About 1.2 million of the new subscribers MTV has added since last September are the direct result of tier meltdown. "We were already in the system, have been for a long time, but we were only in front of whatever fraction of those people that bought that tier," he said. "Now we're in front of every home," he said.

Lloyd Werner, senior vice president of sales and marketing for Group W Satellite Communications, which markets The Nashville Network, agreed that collapsing tiers has had a big effect on subscriber numbers. TNN picked up about 15,000 subscribers in Fairfield county, Conn., he said, when the network was dropped to basic last January.

Anticipating that operators would be add-

Cable programing status report

Cable service	*No. of systems*	*May 87 subs*	*Nov. 86 subs*	*% change*
Basic cable services				
ESPN	15,393	42,000,000	38,500,000	9.1%
WTBS	11,706	40,200,000	38,456,000	4.5%
Cable News Network	10,595	40,000,000	35,834,000	11.6%
USA Cable Network	8,500	39,000,000	33,000,000	18.2%
CBN	7,542	35,834,000	32,338,000	10.8%
MTV	4,700	33,400,000	29,800,000	12.1%
Nashville	4,800	32,827,440	27,910,000	17.6%
Lifetime	3,310	32,300,000	27,100,000	19.2%
Nickelodeon	5,005	31,700,000	27,600,000	14.9%
C-SPAN	2,600	27,500,000	25,250,000	8.9%
Nick at Nite	3,862	27,500,000	23,400,000	17.5%
Weather Channel	2,700	27,000,000	22,000,000	22.7%
CNN Headline News	3,091	25,300,000	20,976,000	20.6%
Financial News Network	1,600	25,100,000	23,100,000	8.7%
Arts & Entertainment	2,400	24,000,000	22,000,000	9.1%
WGN	9,781	22,481,000	21,718,000	3.5%
Score	1,075	19,800,000	18,900,000	4.8%
VH-1	1,697	18,800,000	13,600,000	38.2%
Cable Value Network	1,450	17,000,000	4,900,000	247.0%
Discovery Channel	1,643	16,400,000	9,600,000	70.8%
Home Shopping Network I	1,036	14,000,000	9,774,977	43.2%
Black Entertainment TV	812	13,000,000	13,000,000	0%
PTL	1,300	13,000,000	13,000,000	0%
Video Shopping Mall	1,643	13,000,000	7,100,000	83.1%
Tempo TV	627	12,500,000	12,500,000	0%
QVC Network	45	10,858,000	2,000,000	443.0%
Telshop	650	10,200,000	10,200,000	0%
WWOR	2,125	9,186,214	8,669,134	6.0%
C-SPAN II	400	9,000,000	7,600,000	18.4%
Silent Network	280	8,000,000	7,200,000	11.1%
Learning Channel	775	7,600,000	7,100,000	7.0%
Trinity	503	6,698,000	6,528,000	2.6%
Eternal Word TV	359	6,600,000	5,400,000	22.2%
Country Music TV	470	6,300,000	6,200,000	1.6%
Travel Channel	150	6,000,000	—	—
Home Shopping Network II	229	5,500,000	5,322,296	3.3%
Acts	278	5,300,000	4,600,000	15.2%
WPIX	314	2,471,000	2,432,000	1.6%
Hit Video USA	120	2,100,000	1,700,000	23.5%
KTVT	169	1,891,000	1,875,000	0.9%
Genesis	35	1,350,000	1,137,500	18.7%
Liberty Broadcasting	90	1,300,000	1,300,000	0%
Nostalgia Channel	225	1,200,000	700,000	71.4%
Consumer Discount II	630	1,000,000	—	—
Sky Merchant	71	1,000,000	150,000	566.7%
Galavision	325	900,000	400,000	125.0%
Consumer Discount I	29	525,784	—	—
Gospel Music Network	15	446,000	—	—
Rock Christian Network	12	310,000	—	—
Univision	395	34,300,000	—	—
Pay cable services				
HBO	6,700	15,000,000 (12/86)	14,600,000 (12/85)	2.7%
Am. Movie Classics	1,000	6,000,000	2,000,000	200%
Showtime	3,800	5,150,000 (12/86)	5,200,000 (12/85)	-1.0%
Cinemax	3,200	4,100,000 (12/86)	3,700,000 (12/85)	10.8%
Disney	4,300	3,175,000	2,550,000	24.5%
Movie Channel	3,400	2,900,000 (12/86)	3,000,000 (12/85)	-3.3%
Playboy	630	580,000	600,000	-3.3%
Bravo	300	380,000	350,000	8.6%
Pay-per-view services				
Viewer's Choice	75	2,200,000	1,600,000	37.5%
Request TV	100+	2,000,000	1,300,000	53.8%

Galavision is shifting from a pay to a basic service. Univision's 34.3 million figures includes broadcast reach from 14 television stations. A separate cable breakdown was unavailable. American Movie Classics is classified as a mini-pay service. Breakdown of Showtime/The Movie Channel figures are estimates. PPV homes are addressable homes.

Syndication■Marketplace

Viacom has cleared *The Cosby Show* in its seventh top 10 market. CBS-owned WCAU-TV Philadelphia bought the show for a weekly price that sources said was $124,000. WCAU-TV is the first network-owned station to buy the show in syndication. The reserve price in that market was $86,000 per week. Viacom is selling the show in 182-week deals for cash on a weekly basis, and is retaining two 30-second spots for itself.

Multimedia has cleared *Donahue* on WFLD-TV Chicago. The show had been carried in Chicago on WBBM-TV which had produced the show prior to its move to New York. WBBM-TV's contract with Multimedia ended March 31. WFLD-TV is the third station in Chicago to carry *Donahue*. The show was first carried and produced by WGN-TV in that city.

Production of *The Wall Street Journal Report on Television*, syndicated by **Dow Jones & Co.**, will move from in-studio to the newsroom of the paper, with expanded roles for the paper's editors and reporters, beginning in mid-July. Mike Conner, the *Journal's* director of television news and executive producer of the program, said the move is the best way to utilize the editorial resources of the *Journal* and to "bring the show closer to us." The show will now include more analysis of business news by the paper's staff. Additionally, the show will switch stations in New York, from WPIX(TV), where it ran at 2 a.m. and 6 a.m. on Monday morning, to WCBS-TV, effective May 24. *WSJ Report on Television*, cleared on 92 stations, will run at 8:30 a.m. on Sunday. Dow Jones has also placed the show on another CBS affiliate, WUSA-TV Washington, where it will run at 5:30 a.m. on Monday, beginning May 25. Barter distribution gives stations three minutes and Dow Jones three minutes. The company is also now taking steps to feed the program to broadcast stations and cable services throughout Europe.

Gene Rodenberry, executive producer of **Paramount's** *Star Trek: The Next Generation*, has named Corey Allen as director of the two-hour pilot for the series, "Encounter at Farpoint." The pilot will air Oct. 3-4. For the regular series Rodenberry has named Rick Berman, former vice president of Paramount Television's long-form and special projects, and Robert Justman, co-producer of the original *Star Trek* as supervising producers; Maurice Hurtley as producer; Bob Lewin as co-producer; Dorothy Fontana as associate producer, and David Gerrold as staff writer.

Group W Television Sales reports that *For Kid's Sake*, the package of prime time specials, on-air promotions and commercial vignettes, has cleared its 100th market for a January 1988 start. The lineup now covers 74% of the country. The most recent clearances for the package are KHON-TV Honolulu; KMST-TV Monterey, Calif., and KQTV(TV) St. Joseph, Mo.

Since the signing of Suzanne Somers to star in *She's the Sheriff*, (formerly *Suddenly Sheriff*), **Lorimar** reports that it has cleared the series in 27 more markets. In all, the series is now cleared in 114 markets covering 84.7% of the country. Lorimar is selling the series on a cash-plus-barter basis with five minutes for stations and one-and-a-half minutes for itself.

Access Syndication and **Baruch Television Group** are calling *Getting in Touch*, a talk-show hosted by psychologist Dr. David Viscott, a firm go. The show has cleared 30 markets. Barter distribution of the one-hour show gives stations four minutes and the distributors six-and-a-half minutes.

WesternWorld Television reports that it has cleared *Born in America* in 115 markets covering over 60% of the country. The one-hour special looks at the World Cycling Championships held last fall in Colorado. Among the clearances are WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, WCAU-TV Philadelphia, WNEV-TV Boston, WXYZ-TV Detroit and WKYC-TV Cleveland.

MG/Perin reports *GLOW* (Georgeous Ladies of Wrestling) is now a firm go for its second year. Marvin Grieve, president of the company, said the show is carried on 55 stations covering roughly 60% of the country. MG/Perin will add an extra minute of commercial time to the show next year, which it will keep for itself, to make the show a cash-plus-barter sale. The show's 26 weekly hours are currently cleared on a cash basis with 12 minutes of time for stations. Recent clearances of the show include KSTW(TV) Tacoma, Wash. (Seattle); WJPR(TV) Lynchburg, Va.; KNMZ-TV Santa Fe, N.M., and KGMC(TV) Oklahoma City.

The most recent Geraldo Rivera special, *Innocence Lost: The Erosion of American Childhood*, had a 10.8 national rating according to its syndicator, **Tribune Entertainment.** The April 20 special appeared in 168 markets covering 94% of the country.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 3:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	16.1/212	98
2.	Jeopardy	12.7/209	99
3.	World Wrestling Fed.	9.7*/196	93
4.	People's Court	7.8/191	96
5.	Oprah Winfrey	7.7/170	97
6.	New Newlywed Game	7.5/190	97
7.	Entertainment Tonight	6.6*/154	93
8.	Hollywood Squares	6.1/154	93
9.	Mama's Family	5.3*/158	89
10.	Fame	4.9*/140	92
10.	Hee Haw	4.9/214	90
10.	Puttin' on the Hits	4.9*/115	89
10.	Siskel & Ebert & Movies	4.9*/152	87
14.	Lifestyles of Rich-Famous	4.7*/172	94
14.	Star Search	4.7*/174	93

*includes multiple airings

man. That figure compares to an overall cooperation rate for all categories and age groups of "better than 60%," she said.

While Arbitron plans to take ScanAmerica nationwide in 1988-89 with 5,000 households, Nielsen will officially jump on board with its system in September with 2,000 households, well below its ultimate goal of 4,000 to 5,000 by September 1988. It has been providing sample data since January 1986, and now has about 1,500 households.

With the incomplete sample, C/E's Lieberthal said it's too early to start basing programing decisions on the people meters. "They've got the engine running, but they don't have all the wheels on," he said. Added Lorimar's Rosenblum: "There should have been more of a transition."

Although the studios have their fair share of concerns with the people meters, most look on it as a mixed blessing. "From the standpoint of the studio, we have many agendas," said Jack Smith, vice president of research for MGM/UA Television. On one hand, the company has a huge advertising budget for its motion pictures and homevideo units. And like other advertisers, it has long sought a people meter system in the belief it could negotiate better deals. But it also sells barter time (through King World's Camelot Entertainment) for its syndicated programs, which Smith said makes it a complicated problem. "What may be terrific for marketing motion pictures may not be as terrific for barter," he said. □

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NBC continues summer run

NBC took the off-season prime time week ended May 10 with a 14.6 rating and a 25 share. CBS closed out the week just behind, with a 14.1/25. ABC finished with a 10.9/19. Last year the finishing order was ABC 15.6/26, NBC 15.4/26 and CBS 12.4/21.

In the evening news race NBC was the winner, with a 10.4/22 over CBS's 9.8/21 and ABC's 9.3/20. A year ago it was CBS 11.6/24, NBC 10.3/22 and ABC 9.6/20.

NBC took three of the seven nights, Monday, Thursday and Saturday. CBS took two, Friday and Sunday, while ABC took Tuesday and Wednesday.

Rank	Show	Network	Rating/Share
1.	Cheers	NBC	28.4/45
2.	Family Ties	NBC	27.8/46
3.	Cosby Show	NBC	26.4/47
4.	Moonlighting	ABC	21.0/33
5.	Murder, She Wrote	CBS	20.4/37
6.	Tuesday Movie	CBS	19.8/32
6.	Nothing in Common	CBS	19.8/32
8.	Golden Girls	NBC	19.2/37
9.	Growing Pains	ABC	18.8/31
10.	Sunday Movie	CBS	18.4/31
11.	Dallas	CBS	18.3/32
12.	Matlock	NBC	18.1/31
13.	Monday Night Movies	NBC	17.8/28
14.	Dynasty	ABC	17.6/29
15.	Who's the Boss?	ABC	17.0/30
15.	Newhart	CBS	17.0/27
17.	Falcon Crest	CBS	16.5/29
17.	Cagney & Lacey	CBS	16.5/27
19.	ALF	NBC	16.4/26
20.	Knots Landing	CBS	16.3/27
21.	Valerie	NBC	16.1/25
22.	Designing Women	CBS	16.0/25
23.	Head of the Class	ABC	15.7/27
23.	60 Minutes	CBS	15.7/34
23.	Me & Mrs. C	NBC	15.7/29
26.	Kate & Allie	CBS	15.4/25
27.	Night Court	NBC	15.2/25
27.	Sunday Night Movie	NBC	15.2/25
29.	Equalizer	CBS	14.6/27
30.	Hunter	NBC	14.4/27
31.	Highway to Heaven	NBC	14.1/25
32.	L.A. Law	NBC	14.0/23
33.	20/20	ABC	13.9/23
34.	My Sister Sam	CBS	13.8/22
35.	Perfect Strangers	ABC	13.4/24
36.	Stingray	NBC	13.3/23
37.	Sunday Night Movie	ABC	12.7/21
38.	Magnum, P.I.	CBS	12.4/20
39.	MacGyver	ABC	12.3/20
40.	Easy Street	NBC	12.2/20
41.	Sweet Surrender	NBC	12.1/25
42.	Mike Hammer	CBS	11.8/21
43.	Miami Vice	NBC	11.7/20
43.	Facts of Life	NBC	11.7/26
45.	Spenser: For Hire	ABC	11.3/22
45.	Max Headroom	ABC	11.3/19
47	Bugs Bunny Special	CBS	11.2/22
47.	Simon & Simon	CBS	11.2/18
49.	Bronx Zoo	NBC	11.1/20
50.	Mr. Belvedere	ABC	10.7/21
50.	Hill Street Blues	NBC	10.7/18
52.	Mariah	ABC	10.2/19
52	Rags to Riches	NBC	10.2/20
54.	Monday Night Movie	ABC	9.9/16
54.	Gimme a Break	NBC	9.9/15
56.	Garfield Special	CBS	9.9/20
57.	Scarecrow & Mrs. King	CBS	9.1/16
58.	Roomies	NBC	8.5/18
59.	Ohara	ABC	8.4/16
60.	Webster	ABC	8.3/17

Radio reprise on indecency

Stations cited by FCC in its indecency ruling say there have been few community complaints

Do radio listeners in the three markets served by the stations cited for "indecent broadcasts" by the FCC—University of California's KCSB-FM Santa Barbara, Calif.; Infinity Broadcasting's WYSP(FM) Philadelphia, and Pacifica Foundation's KPFK-FM Los Angeles (BROADCASTING, April 20)—find the stations' programing acceptable? The answer, for the most part, appears to be yes. Executives at the three stations said the number of written complaints leveled against the stations for their programing prior to the FCC indecency ruling last month has not been extensive. "I've been here for four years and the amount of written feedback regarding our programing has typically run from 50 to 60 letters a year supporting it vs. two to three letters each year [including one that reached the Parents Music Resource Center and subsequently the FCC] complaining about it," said Malcolm Gault-Williams, general manager of KCSB-FM, which was cited by the FCC for playing an allegedly explicit rock song by the Pork Dukes, called "Making Bacon." The song, said Gault-Williams, aired shortly before midnight last July 26.

"It [the feedback] shows a high tolerance on the part of the population here in terms of accepting controversial ideas. And when we get complaints, we try to deal with them. In one case, we invited the complainant to come to the station and talk to the programers he was complaining about," Gault-Williams said. For material that might be considered objectionable, the station's guidelines—which had been the FCC guidelines—have been to air it after 10 p.m.

Gault-Williams continued: "We don't want to contribute to any chilling effect the FCC ruling might have. For now, it is business as usual at KCSB-FM." Gault-Williams noted, however, that there will be a systemwide University of California meeting on the FCC's broadcast indecency ruling this Monday (May 18) at Berkeley, Calif.

There were 35 written complaints on file at the FCC concerning Howard Stern on WYSP from last August—the time the station began simulcasting Stern's WXRK(FM) morning broadcast—through late last year, said Mel Karmazin, president of the radio division of Infinity Broadcasting. (Three of those letters were part of the FCC proceedings.) "That is small in comparison to other [broadcast] complaints," he said. "People write to the commission about a number of things.")

Karmazin said Stern has been basically doing the same show, although somewhat "milder" at WXRK, since his early 1980's tenure at WWDC-AM-FM Washington and a stint at WNBC(AM) New York in 1982-85. (Stern joined Infinity in November 1985 after being dismissed from WNBC.) "What has changed is the FCC's attitude," said Karmazin, adding that the commission had previously responded to indecency complaints against Stern as "protected speech." (Infinity used that argument when it responded to the FCC about indecency complaints last December [BROADCASTING, Dec. 29, 1986.])

But Karmazin told BROADCASTING that Infinity and Stern are "clearly conforming" to the new FCC order. "And we also believe we were conforming to the FCC policies before... We are not broadcasting indecent material dealing with sexual matters in a patently offensive way," he said.

As for advanced warnings of material aired over Stern's broadcast, Karmazin said the company is "thinking about" airing some warning in the morning. "But we don't cater to young children and teen-agers. Our core audience is 25-to-40-year-old males." (The FCC's indecency order released April 29 officially reaffirmed the commission's requirement that stations give adequate warning of broadcasts considered to be indecent when aired even at a time of day when there is not

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James Paul Chaplin, Pres.
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Fred Ingham, Pres.
Donald K. Clark, Inc.
Media Broker
P.O. Box 340617 Tampa, FL 813-949-9311

ft. Action May 5.

- Walpole, N.H.—Returned app. of Harvest Broadcasting for 96.3 mhz; 3 kw; HAAT: 328 ft. Action April 29.
- Fargo, N.D.—Dismissed app. of Primemedia Inc. for 107.9 mhz; 100 kw; HAAT: 1,016.6 ft. Action April 28.

Facilities Changes

Applications

AM's

Tendered

- WSPZ (1520 khz) Douglasville, Ga.—Seeks CP to increase power to 2.5 kw. Filed May 12.
- KWPN (840 khz) West Point, Neb.—Seeks CP to increase power to 5 kw. Filed May 8.
- KGOL (1180 khz) Humble, Tex.—Seeks CP to increase day power to 50 kw; increase night power to 5 kw and change city of license to Humble-South Houston, Tex. Filed May 12.

FM's

Tendered

- KNAC (105.5 mhz) Long Beach, Calif.—Seeks mod. of CP to change ERP to 1.05 kw and change HAAT to 469 ft. Filed May 11.
- KBRQ-FM (105.1 mhz) Denver—Seeks CP to make changes in ant. sys. Filed May 11.
- KQKS (104.3 mhz) Longmont, Colo.—Seeks mod. of CP to change TL; change ERP to 32.42 kw and change HAAT to 1,546 ft. Filed May 11.
- WSMT-FM (105.5 mhz) Sparta, Tenn.—Seeks CP to change TL; change ERP to 1.06 kw and change HAAT to 531.4 ft. Filed May 11.

Accepted

- KFLA (93.9 mhz) King City, Calif.—Seeks mod. of CP to change HAAT to 703 ft.
- KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change TL; change ERP to 330 w and change HAAT to 2,434.4 ft. Filed May 8.
- WIRK-FM (107.9 mhz) West Palm Beach, Fla.—Seeks CP to change TL and change HAAT to 984 ft. Filed May 8.
- KQPD (100.1 mhz) Payette, Idaho—Seeks CP to change freq. to 100.3 mhz; change ERP to 100 kw; change HAAT to 474.6 ft. and make changes in ant. sys. Filed May 8.
- KRIT (96.9 mhz) Clarion, Ind.—Seeks mod. of CP to change TL and change HAAT to 577.3 ft. Filed May 8.
- KSKU (106.1 mhz) Lyons, Kan.—Seeks CP to change TL and change HAAT to 629.2 ft. Filed May 8.
- WSGS (101.1 mhz) Hazard, Ky.—Seeks mod. of CP to change HAAT to 1,462.9 ft. Filed May 8.
- WHRL (103.1 mhz) Albany, Mich.—Seeks CP to change ERP to 3 kw. Filed May 8.
- WTWR-FM (98.3 mhz) Monroe, Mich.—Seeks CP to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Filed May 8.
- WJQK (99.3 mhz) Zeeland, Mich.—Seeks CP to change ERP to 2.5 kw. Filed May 8.
- KWCJ (100.3 mhz) Willow Springs, Mo.—Seeks CP to change ERP to 50 kw; change HAAT to 492 and change freq. to 100.3 mhz. Filed May 8.
- WBSJ (102.3 mhz) Ellisville, Miss.—Seeks CP to change freq. to 102.5 mhz; change TL; change ERP to 50 kw and change HAAT to 377.2 ft. Filed May 8.
- KPQX (92.5 mhz) Havre, Mont.—Seeks CP to change TL and change HAAT to 1,485 ft. Filed May 8.
- KICX-FM (95.9 mhz) McCook, Neb.—Seeks CP to change ERP to 3.1 kw and change freq. to 96.1 mhz. Filed May 8.
- WDVR (98.3 mhz) Ocean City, N.J.—Seeks CP to change HAAT to 984 ft. Filed May 8.
- WKLI (100.9 mhz) Albany, N.Y.—Seeks CP to change HAAT to 268 ft. Filed May 8.
- WEZG-FM (100.9 mhz) North Syracuse, N.Y.—Seeks CP to change TL and change HAAT to 124.6 ft. Filed May 8.
- WGFB (99.9 mhz) Plattsburgh, N.Y.—Seeks mod. of CP to change ERP to 66.1 kw and change HAAT to 781.3 ft. Filed May 8.
- WMAG (99.5 mhz) High Point, N.C.—Seeks CP to make changes in ant. sys. Filed May 8.
- WHPE-FM (98.3 mhz) High Point, N.C.—Seeks CP to change HAAT to 520.2 ft. Filed May 8.
- WTHP (98.3 mhz) Thomasville, N.C.—Seeks mod. of CP to change ERP to 1.68 kw and change HAAT to 419.8 ft. Filed May 8.
- WAKW (93.3 mhz) Cincinnati—Seeks mod. of CP to change ERP to 50 kw and make changes in ant. sys. Filed May 8.
- WKAD (100.1 mhz) Canton, Pa.—Seeks CP to change freq. to 100.3 mhz; change TL; change ERP to 3.9 kw and change HAAT to 846.2 ft. Filed May 8.
- WILQ (105.1 mhz) Williamsport, Pa.—Seeks CP to change ERP to 9.2 kw and change HAAT to 1,167.7 ft. Filed May 8.
- WNEZ (99.3 mhz) Aiken, S.C.—Seeks CP to change freq. to 99.5 mhz; change TL; change ERP to 22.5 kw and change HAAT to 728.2 ft. Filed May 8.
- WBHC-FM (103.1 mhz) Hampton, S.C.—Seeks CP to change HAAT to 328 ft. Filed May 8.
- WMXQ (105.5 mhz) Moncks Corner, S.C.—Seeks mod. of CP to change ERP to 1.4 kw and change HAAT to 484.6 ft.
- WMSR-FM (99.7 mhz) Manchester, Tenn.—Seeks mod. of CP to change TL and change HAAT to 1,269.4 ft. Filed May 8.
- KTSR (92.1 mhz) College Station, Tex.—Seeks CP to change TL; change ERP to 1.81 kw and change HAAT to 423.8 ft. Filed May 8.
- KAPT (94.7 mhz) Luling, Tex.—Seeks mod. of CP to change ERP to 97.4 kw and change HAAT to 1,256.2 ft. Filed May 8.
- WWCI (101.1 mhz) Charlotte Amalie, V.I.—Seeks CP to change freq. to 104.3 mhz; change ERP to 44.8 kw and change HAAT to 1,605.6 ft.
- KXXO (96.1 mhz) Olympia, Wash.—Seeks mod. of CP to change ERP to 71.5 kw and change HAAT to 2,099.2 ft. Filed May 8.
- WZMM-FM (107.5 mhz) Wheeling, W.Va.—Seeks CP to change ERP to 16 kw and change HAAT to 877.8 ft. Filed May 8.

TV's

Accepted

WBFF (ch. 45) Baltimore—Seeks CP to change ERP vis. to 1,292 kw, aur. 258 kw and change HAAT to 1,266.1 ft.

- KKTU (ch. 33) Cheyenne, Wyo.—Seeks MP to change ERP vis. to 253 kw; change HAAT to 485.4 ft. and change TL. Filed May 7.

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

AM's

- WZXX (780 khz) Lineville, Ala.—Granted app. to make changes in ant. sys. Action April 30.
- KLTT (800 khz) Brighton, Colo.—Granted app. to make changes in ant. sys. Action May 4.
- WNLK (1350 khz) Norwalk, Conn.—Granted app. to increase day power to 2.5 kw. Action May 5.
- WGOR (650 khz) Titusville, Fla.—Returned app. to hours of operation to unlimited by adding night service with 1 kw; change freq. to 660 khz and make changes in ant. sys. Action May 4.
- WBML (900 khz) Macon, Ga.—Granted app. to increase power to 2 kw. Action May 1.
- WIXN-FM (101.7 mhz) Dixon, Ill.—Granted app. to make changes in ant. sys. Action May 1.
- KCOB (1280 khz) Newton, Iowa—Returned app. to increase power to 5 kw; change TL and make changes in ant. sys. Action May 4.
- KKIC (950 khz) Boise, Idaho—Granted app. to reduce day power to 3.5 kw and change TL. Action May 4.
- KLEB (1600 khz) Golden Meadow, La.—Granted app. to change TL and make changes in ant. sys. Action May 4.
- WWKM (1540 khz) Harrison, Mich.—Granted app. to increase power to 1 kw. Action May 5.
- WMRB (1490 khz) Greenville, S.C.—Granted app. to change TL and make changes in ant. sys. Action April 30.
- KFJZ (870 khz) Fort Worth—Granted app. to reduce day power to 500 w. Action May 4.
- WELD (690 khz) Fisher, W.Va.—Granted app. to increase power to 2 kw. Action May 1.
- WSWV (1570 khz) Pennington Gap, W.Va.—Granted app. to increase power to 2.3 kw. Action May 5.

Call Letters

Applications

Call	*Sought by*
New FM	
KRLV	A&A Broadcasting Corp., Las Vegas
Existing FM	
WAPP	WWOO Berryville Media Group, Berryville, Va.

Grants

Call	*Sought by*
New FM's	
WGTF	Dothan Community Educational Radio Inc., Dothan, Ala.
KPHN	Teresa Brown, Bawling, Ark.
KAGU	Gonzaga University, Spokane, Wash.
Existing AM's	
WLUP	WCFL H&G Communications of Chicago AM Inc., Chicago
KSSC	KLES Great Radio Group Inc., Columbus, Kan.
Existing FM's	
WKXH-FM	Queen City Broadcasting System Inc., Alma, Ga.
WLUP-FM	WLUP H&G Communications of Chicago FM Inc., Chicago
KSSC-FM	KSSC Great Radio Group Inc., Joplin, Mo.
KVCY	KFTS Wisconsin Voice of Christian Youth Inc., Fort Scott, Kan.
WTHT	WGAN-FM J.J. Taylor Companies Inc., Portland, Me.
WNHZ	WNRE-FM Circleville Broadcasting Co., Circleville, Ohio
Existing TV	
WSTG	WRBT Rush Broadcasting Corp., Baton Rouge

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THE NCTA CONVENTION

Vol. 112 No. 21

Broadcasting ▪ May 25

Peace talks among cable-broadcast-Hollywood
Coverage from NCTA 87 and CBS affiliates
Justice taking second look at MSO-Turner deal

CABLE WRAPUP ☐ Peace initiative among cable, broadcasting and movie industry comes out of NCTA convention. **PAGE 27.** Bullishness abounds for cable industry as growth rates for all indicators are up. **PAGE 29.** Patrick warns cable against bargaining away its First Amendment interests. **PAGE 31.**

TO THE WIRE ☐ Justice requests more time in studying MSO purchase in Turner, scheduled to close this week. **PAGE 32.**

FILING PAPERS ☐ Intelsat files lawsuit against its former director general, Richard Colino. **PAGE 32.**

NCTA 87 ☐ At opening session, Norman Lear challenges cable industry to be more innovative in programing. **PAGE 38.** Pay-per-view session draws large audience. **PAGE 40.** Panelists review status of competition between cable and home video. **PAGE 41.** BROADCASTING's list of the top 50 cable MSO's. **PAGE 42.** Fuchs outlines HBO strategy. **PAGE 43.** NCTA bestows its system ACE awards. **PAGE 43.** Rainbow looks to expand its program services. **PAGE 43.** ATC setting its sights on 70% penetration. **PAGE 46.** Winners in NCTA's management paper competition review their work. **PAGE 45.** Comcast looking for further growth opportunities. **PAGE 47.** United Cable tells analysts that third-quarter blip will be overcome in long run. **PAGE 47.** Wall Street analysts viewing cable industry with favor. **PAGE 48.** Cable businessmen review financing alternatives. **PAGE 48.** Operators provide advice on retaining subscribers while raising rates. **PAGE 49.** Congressmen and Hill staffers outline upcoming cable-related issues. **PAGE 52.** Congressmen don't see a rush to act on syndicated exclusivity. **PAGE 53.** Panelists battle over telco-cable questions. **PAGE 54.** FCC staffers outline cable issues before commission. **PAGE 55.** Technology advances are, in some cases, making television viewing more difficult. **PAGE 56.** Panelists enumerate ways operators have left themselves open to signal pirates. **PAGE 57.**

BIG THREE ☐ Despite new program production cost-consciousness, network schedules have plenty of hour action/drama shows on new fall schedule. **PAGE 58.**

RATINGS TIE ☐ Part of Lorimar's marketing plan for first-run strip, *It's a Living*, will be tied to early ratings performance of show in syndication. **PAGE 62.**

ON THE STUMP ☐ NBC News's Larry Grossman lobbies for broadcast exemption from equal time laws for '88 campaign. **PAGE 63.**

GOING HALF-INCH ☐ ABC's decision on Betacam videotape format completes network move to small-format video. **PAGE 65.**

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JUST SAY NO ☐ Industry groups file in appeals court urging that must-carry rules stay be denied. **PAGE 75.**

ALL IN THE FAMILY ☐ Brothers Jim and Dick are the Blackburns in Blackburn & Co., carrying on the station brokering tradition begun by their late father. **PAGE 95.**

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Cable's top 50 MSO's

Company	Basic subs	Homes passed	Basic penetration	Pay units	Total homes
1. TCI (Dec. 31)	5,165,000	9,056,000	57.0	3,488,000	N/A
2. ATC	2,888,957	5,115,529	56.5	2,424,097	N/A
3. Continental	1,445,000	2,640,000	54.7	1,544,000	2,670,000
4. Storer	1,392,000	2,382,000	58.4	1,179,000	2,672,000
5. Cox	1,371,731	2,420,190	56.7	1,404,669	2,545,476
6. Warner	1,260,000	2,377,000	53.0	564,000	3,000,000
7. Comcast	1,242,744	2,231,999	55.8	1,015,400	2,500,000
8. United	1,084,431	1,913,483	56.8	826,714	N/A
9. Newhouse	1,026,602	1,618,315	63.4	986,793	1,639,445
10. Heritage	1,000,856	1,982,808	50.5	791,567	2,313,546
11. Viacom (Jan. 1)	968,000	1,696,000	57.1	701,000	N/A
12. Jones Intercable	899,313	1,431,237	62.8	674,926	1,646,364
13. Times Mirror	854,093	1,560,168	54.7	553,909	N/A
14. Sammons (April 14)	831,183	1,358,029	61.2	820,691	N/A
15. Cablevision Systems	697,930	1,304,888	53.5	600,105	N/A
16. Century (Dec. 31)	592,176	N/A	N/A	N/A	N/A
17. Paragon Cable	571,663	1,068,200	53.5	391,000	N/A
18. Rogers	529,002	1,188,053	44.5	561,790	N/A
19. Daniels	528,026	1,048,698	50.4	673,921	N/A
20. Telecable	510,030	820,904	62.1	546,508	N/A
21. Cablevision Industries	501,242	759,458	66.0	339,727	923,000
22. Centel	491,580	815,579	60.3	352,211	1,169,296
23. American Cablesystems	449,928	995,386	45.2	609,958	1,233,670
24. Cooke Cablevision	439,341	733,714	59.9	239,538	N/A
25. Adelphia	433,604	685,460	63.3	338,224	700,000
26. Falcon	410,000	720,000	56.9	280,000	N/A
27. Scripps-Howard	390,000	N/A	N/A	N/A	N/A
28. Post-Newsweek	371,718	558,166	66.6	240,884	567,505
29. Wometco	371,500	643,475	57.7	225,725	750,000
30. Prime Cable	325,000	740,000	43.9	410,000	800,000
31. TCA Cable	297,562	453,830	65.6	130,597	N/A
32. Multimedia	295,000	558,509	52.8	270,000	N/A
33. Telemedia	285,300	375,400	76.0	147,900	375,400
34. Colony	263,547	468,883	56.2	260,601	N/A
35. Maclean Hunter	248,737	474,019	52.5	307,829	475,300
36. Lenfest	240,761	509,187	47.3	243,234	621,832
37. Western (April 8)	238,215	320,252	74.4	123,249	N/A
38. Rifkin	235,000	356,500	65.9	136,000	N/A
39. Communications Services	211,520	300,725	70.3	104,930	N/A
40. Service Electric	210,000	300,000	70.0	75,000	N/A
41. TCI-Taft	187,875	274,231	68.5	122,141	N/A
42. TKR Cable	187,624	322,363	58.2	254,892	358,053
43. Cencom Cable	171,007	315,895	54.1	140,041	330,000
44. Hauser	168,000	422,323	39.8	198,385	610,000
45. Adams-Russell	166,200	262,500	63.3	141,000	304,500
46. Harte Hanks	153,119	324,503	47.2	127,853	371,347
47. Harron	151,902	199,296	76.2	128,769	N/A
48. Media General	147,164	244,308	60.2	214,758	272,000
49. First Carolina (April 15)	146,231	257,464	56.8	79,510	N/A
50. Greater Media	145,000	230,364	62.9	127,376	240,000

TCI figures include consolidated and equity affiliates but do not include its purchase of Heritage. ATC figures do not include Paragon Cable numbers. Figures are for March 31 unless otherwise noted.

Lorimar has new wrinkle for marketing 'It's a Living'

Costs to stations to be partially determined by strip's ratings

Fearing it would not get a fair price for *It's a Living*, the weekly first-run sitcom series that will become the first to go into strip syndication in the spring of 1988, Lorimar has devised a new marketing strategy ("Closed Circuit," May 18).

The plan, which Lorimar put into effect last week, would make the price dependent on the program's performance in its time period. Dick Robertson, a member of the office of the president, said Lorimar took the tack because it is an innovative way to reap higher profits from *It's a Living* in a market dominated by *The Cosby Show* and *Who's The Boss*, which are commanding huge license fees.

Lorimar will have 100 episodes of *It's a Living* available beginning in March of next year, and may possibly produce 50 more before the program closes out production in a few seasons, Robertson said. Stations will get six runs per episode over five years. According to Robertson, Lorimar will set a "minimum base price" for the initial 100 episodes, and may adjust the price per episode upward depending on its performance.

Initially, Lorimar will calculate a base share performance number by averaging the program shares from the four most recent Arbitron and Nielsen sweeps for the time period in which *It's a Living* will run. The minimum base price will rise if program shares increase after the program debuts. To determine the extent of the price boost, Lorimar will examine the next two consecutive sweep periods once *It's a Living* is on the air. It will take the two highest NSI or ARB share numbers from those two sweeps periods and average them together. If that number is above the base share number, the price per episode will be adjusted upward, with the exact increase depending upon the individual market. The higher per episode rate would be retroactive, with remaining monthly payments adjusted accordingly. There would be no downward adjustments, however.

The price for the first additional 25 episodes (above the 100 originally produced) will be 10% above the highest price paid for the initial 100 episodes. And the rate for the second additional 25 episodes will be 10% above the highest price paid for the first additional 25 epsiodes.

"What we're trying to achieve here is fair value," Robertson said. "Fair value for the stations and fair value for the producer and distributor. We think it's a very unique and clever way to sell a show because it's fair."

Lorimar may apply the strategy to some of its other first-run series, such as *She's the Sheriff* and *Mama's Family*. "We want to see how it flies first," Robertson said.

The distributor is aiming the *It's a Living* campaign at affiliates as well as independents, since only 27 of the original episodes have had network runs, according to Robertson. □

Sports pays for CBS. BROADCASTING's May 4 story on revenue and profit outlooks for the television broadcast groups at ABC, CBS and NBC stated that all three TV networks lost money on sports programing. While that is true for ABC and NBC, more than one knowledgeable source has since stated that CBS last year, and in prior years, has made money on its sports. While all three TV networks lost money on NFL telecasts, CBS does not carry baseball, which lost money for at least one of the other two networks, and it made money on much of its other sports programing including golf, NCAA basketball and NBA basketball. CBS Sports would have reported a profit, it is said, even after counting its share of the CBS/Broadcast Group overhead and not using the lower bookeeping expenses created by the NFL contract write-down.

NBC-TV wins in prime time and news

It was NBC's week (the one ended May 17) once again, when the network eked out a prime time win with a 14.6 rating and a 25.3 share. CBS, close behind, finished the week with a 14.3/25.0, while ABC posted a 10.6/18.3. Last year at this time, the finishing order was NBC 15.3/26, CBS 14.5/25 and ABC 13.0/22.

In the evening news race, NBC won with a 10.4/23. CBS had a 9.5/21, while ABC had a 9.0/19. A year ago, the news numbers ran: CBS 11.8/24, NBC 10.7/22 and ABC 9.9/20.

ABC was without an evening win for the week. NBC took Monday, usually an ABC staple, with a 16.5/27.2. CBS had a 14.1/23.3 for the same night. ABC's low 12.9/21 evening average came from the three-hour conclusion of ***Queenie***, which ran from 8 to 11 p.m. NBC ran the two half-hours, ***ALF*** and ***Valerie***, from 8 to 9 and followed with the conclusion to ***Hands of a Stranger***. The two-hour movie ran from 9 to 11 and pulled a 17.4/28. CBS's 9-11 lineup of ***Newhart*** (14.1/23), ***Designing Women*** (14.7/23) and ***Cagney & Lacey*** (14.7/24) averaged a 14.6/23.5 for the two hours.

NBC took Tuesday with a 15.5/25.4, the smallest of rating margins over ABC's 15.4/25.0. The final episode of ***Hill Street Blues*** (10-11 p.m.) exited with an 18.1/31 and 15th place. CBS had an 11.5/19.4.

Wednesday went to CBS with a 14.5/25.4. NBC had a 12.2/21.2 and ABC an 11.1/19.1.

Thursday was back to NBC with a 20.8/34.5. CBS had a 13.7/22.9 and ABC an 8.1/13.6.

Friday was won by CBS's 17.2/31.0. NBC, which aired a two-hour repeat ***Miami Vice*** (10.3/18), only managed to pull a 9.4/16.9 for the night. ABC had an 8.9/16.2.

Saturday was another NBC win, this time with a 12.9/25.1 over ABC's 9.4/18.7 and CBS's 8.7/17.0. Sunday went to CBS with a 19.1/33.0 over NBC's 15.0/25.8 and ABC's 9.0/15.2.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	26.8/44
2.	Cosby Show	NBC	25.5/44
3.	Dallas	CBS	21.5/37
4.	Sunday Night Movie	NBC	20.5/33
5.	Murder, She Wrote	CBS	20.3/36
6.	Cheers	NBC	20.1/33
7.	Growing Pains	ABC	20.0/32
8.	Moonlighting	ABC	19.2/30
9.	60 Minutes	CBS	18.7/37
9.	Knots Landing	CBS	18.7/32
11.	Sunday Night Movie	CBS	18.6/30
11	Falcon Crest	CBS	18.6/33
13.	Who's the Boss?	ABC	18.3/31
13.	Matlock	NBC	18.3/30
15.	Hill Street Blues	NBC	18.1/31
16.	Golden Girls	NBC	17.8/34
17.	Monday Night Movies	NBC	17.4/28
18.	Magnum, P.I.	CBS	15.8/26
19.	Equalizer	CBS	15.7/28
20.	Valerie	NBC	15.2/26
21.	Designing Women	CBS	14.7/23
21.	Cagney & Lacey	CBS	14.7/24
23.	Me & Mrs. C	NBC	14.5/27
24.	Tuesday Movie	CBS	14.4/24
25.	Kate & Allie	CBS	14.3/25
26.	Newhart	CBS	14.1/23
26.	ALF	NBC	14.1/25
28.	Head of the Class	ABC	13.8/24
29.	Monday Movie	ABC	12.9/21
30.	L.A. Law	NBC	12.7/21
31.	Hunter	NBC	12.6/24
32.	St. Elsewhere	NBC	12.4/22
33.	20/20	ABC	12.3/21
33.	Perfect Strangers	ABC	12.3/23
35.	Mr. Belvedere	ABC	12.2/23
35.	Happy Anniversary 007	ABC	12.2/20
35.	My Sister Sam	CBS	12.2/21
35.	Night Court	NBC	12.2/20
39.	Highway to Heaven	NBC	12.0/21
40.	Cathy	CBS	11.9/22
40.	Mike Hammer	CBS	11.9/22
40.	Simon & Simon	CBS	11.9/19
43.	Spenser: For Hire	ABC	11.3/22
44.	Blondie & Dagwood	CBS	11.0/22
45.	Rags to Riches	NBC	10.6/19
45.	Gimme a Break	NBC	10.6/17
47.	Scarecrow & Mrs. King	CBS	10.4/18
48.	Sweet Surrender	NBC	10.3/21
48.	Miami Vice	NBC	10.3/18
50.	Tortellis	NBC	9.8/15
51.	Webster	ABC	9.6/19
52.	Facts of Life	NBC	9.3/20
53.	Sunday Night Movie	ABC	9.1/16
54.	Disney Sunday Movie	ABC	8.8/16
55.	Saturday Movie	CBS	8.7/17
56.	Ohara	ABC	8.4/16
56.	Starman	ABC	8.4/18
58.	Our House	NBC	8.3/16
59.	Mariah	ABC	8.0/14
59.	Roomies	NBC	8.0/16
61.	Friday Night Movie	ABC	7.9/14
62.	Dumb Waiter	ABC	7.7/13
63.	Amazing Stories	NBC	7.2/13
64.	Our World	ABC	6.6/11
65.	West 57th	CBS	5.8/10
66.	Jack & Mike	ABC	5.4/9

This announcement appears as a matter of record only.
April 1987

$2,450,000
Declining Revolving Credit Facility

for the refinance of

Carlson Communications International, Inc.
and subsidiaries

Attending the Carlson closing during the recent NAB convention were (l-r): Bob Maccini, Chapman Financial Services; Ken Mooney, State Street Bank and Trust Company; Alan Hague, Carlson Communications; Ralph Carlson, Carlson Communications; and Craig Russ, State Street Bank and Trust Company.

The undersigned arranged this financing & acted as financial advisors to Carlson Communications International, Inc.

C CHAPMAN ASSOCIATES
Financial Services Division

World Trade Center Boston, Suite 400, Boston, MA 02210
(617) 439-5312

Waggoner and Grey Teekell, who have no other broadcast interests. Buyer is Austin, Tex.-based group of three TV's owned by Billy Goldberg and Lester Kamin. Filed May 1.

- WZTH(TV) Meridian, Miss. (ch. 24; ERP vis. 724, aur. 72.4 kw; HAAT: 610 ft.)—Seeks assignment of license from Mary Ellen Moore to Honor A. LeBrun and Deter L. Diaz for $150,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Filed May 1.

- WCSF-FM Clifton Park, N.Y. (96.7 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Fitch Communications to W.V. Broadcasting Inc. for $900,000. Seller is owned by Charles E. Fitch, who has no other broadcast interests. Buyer is owned by James D. Walsh and Glenn Von Calio, who also have interest in WWWD(AM) Schenectady, N.Y. Filed May 5.

- WJFX-AM-FM Aiken, S.C. (AM: 1300 khz; 5 kw-D; FM: 95.9 mhz; 3 kw; HAAT: 314 ft.)—Seeks assignment of license from Amici Broadcasting Co. to The Guardian Corp. for $1.5 million. Seller is owned by Christine Harvel and Richard Bellaire. It has no other broadcast interests. Buyer is headed by Bob Manny. It also owns WMGR(AM)-WJAD(FM) Bainbridge, Ga. Filed May 5.

Actions

- KJBA(FM) Bethel, Alaska (100.1 mhz; 3 kw; HAAT: 76 ft.)—Granted app. for assignment of license from Life Broadcasting Inc. to Arctic Broadcasting Association for $10,000. Seller has no other broadcast interests. Buyer is nonprofit corporation headed by Charles F. Sebastian. It also owns KICY-AM-FM Nome, KCFA(AM) Eagle River and KGOD(AM) Wasilla, all Alaska. Action May 8.

- WRUM(AM)-WWMR(FM) Rumford, Me. (AM: 790 khz; 1 kw-D; FM: 96.3 mhz; 30 kw; HAAT: 36 ft.)—Granted app. for assignment of license from Western Maine Radio Inc. to Carter Broadcasting Corp. for $587,000. Seller is owned by Arthur N. Field, who has no other broadcast interests. Buyer is Boston-based group of four AM's owned by Kenneth Carberry. Action May 7.

- WOAP-AM-FM Owosso, Mich. (AM: 1080 khz with 1 kw-D; FM: 103.9 mhz; 3 kw; HAAT: 255 ft.)—Granted app. for assignment of license from Owosso Broadcasting Co. to Michigan Radio Group Ltd. Partnership for $750,000. Seller is principally owned by George T. Campbell and family. It publishes Argus Press in Owosso and has no other broadcast interests. Buyer is owned by Russell Balch, formerly attorney with Washington communications law firm of Fly, Shuebruk, Gaugine, Boros & Braun, now practicing in Ann Arbor, Mich. Action May 6.

- WREY(AM)-WMVB(FM) Millville, N.J. (AM: 1440

Summary of broadcasting
as of March 31, 1987

Service	On Air	CP's	Total *
Commercial AM	4,876	170	5,046
Commercial FM	3,954	418	4,372
Educational FM	1,263	173	1,436
Total Radio	10,093	761	10,854
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	461	222	683
Educational VHF TV	113	3	116
Educational UHF TV	193	25	218
Total TV	1,310	273	1,583
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

C1750-1
6/1/87

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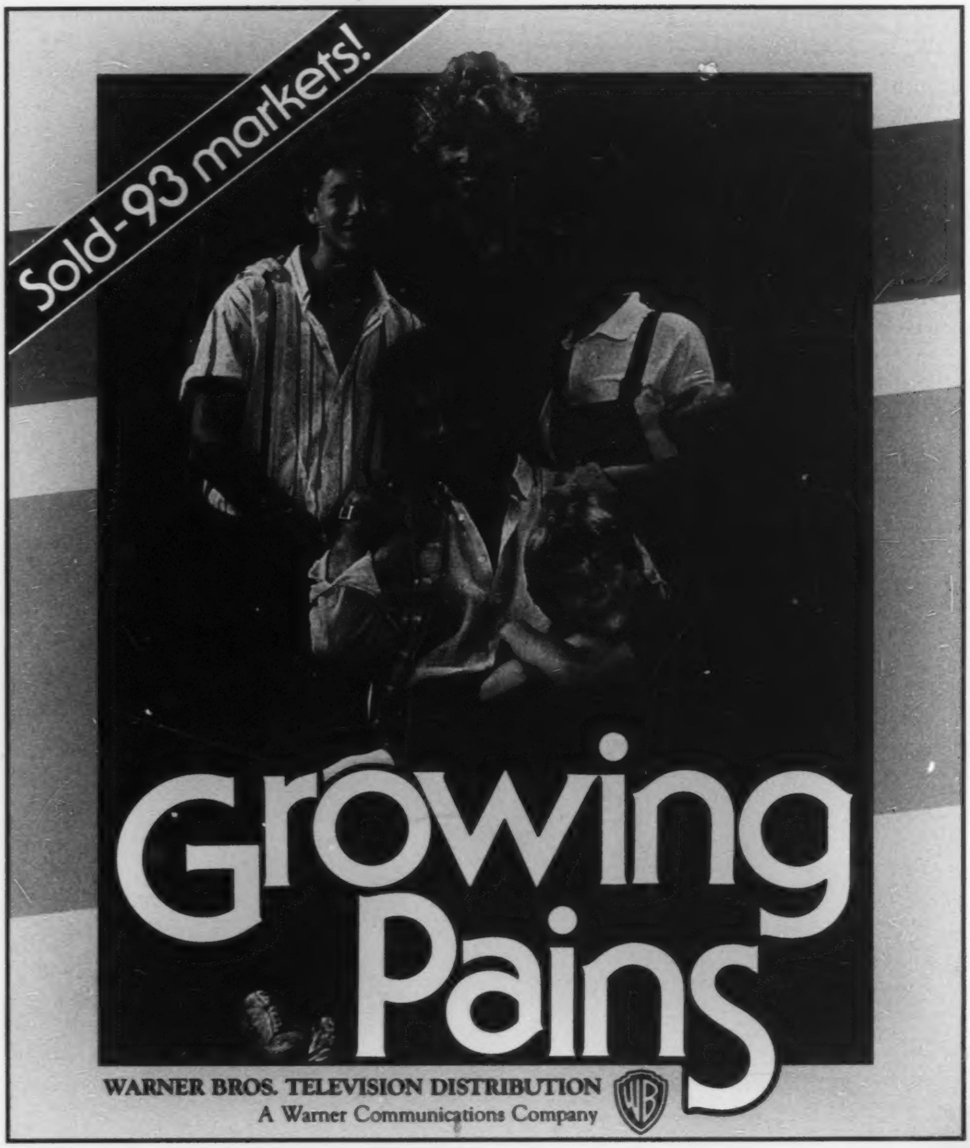
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56th Year 1987

NBC: 9 SWEEPS IN A ROW

Vol. 112 No. 22

Broadcasting Jun 1

NBC wins May sweeps □ TV in Senate anniversary First-quarter network television revenue figures Inouye-Hollings broadcast bill introduced

NUMBER NINE □ NBC records its ninth consecutive sweeps victory while ABC scores the lowest numbers in sweeps history. **PAGE 31.**

COST CONSCIOUSNESS □ Despite growing emphasis on keeping programing costs down, most network affiliates face program license fee increases and stiff competition in bidding for off-network programs. **PAGE 32.**

HILL TRUMPET □ At FCC authorization hearing, commissioners get the loud and clear message from congressmen on what is expected of them. **PAGE 33.**

FIRST-QUARTER SLUMP □ Total network revenues are down for the first quarter of 1987. **PAGE 34.**

VICTORY PARTY □ NBC affiliates converge on Los Angeles with a few concerns for what is expected to be an otherwise festive occasion. **PAGE 35.**

BIRTHDAY PARTY □ Television in the Senate is one year old and, by all appearances, should celebrate many more birthdays there. **PAGE 36.**

WIDE NET □ Inouye and Hollings introduce legislation covering a range of broadcast issues. **PAGE 38.**

FISCAL RESULTS □ Financial disclosures of Congress show tally of honoraria, holdings and transactions relating to Fifth Estate interests. **PAGE 40.**

SADDLING UP □ Republic Pictures Corp., known historically for its Hollywood westerns, is reemerging as original programer. **PAGE 44.**

PRODUCT RIGHTS □ D.L. Taffner and Thames Television are creating company to sell merchandise based on program material. **PAGE 46.**

APPEALS PROCESS □ WUHQ-TV Battle Creek, Mich., intends to appeal FCC decision on prime time access rule. **PAGE 47.**

HIGHER PLANE □ Congress's Office of Technology Assessment releases report on First Amendment/national security dilemmas involved with satellite newsgathering. **PAGE 49.**

HERITAGE IN DETAIL □ Proxy statement details from where the money will come in TCI-led purchase of Heritage. **PAGE 52.**

QUARTERLY RESULTS □ Television Bureau of Advertising releases first-quarter advertising figures by various categories. **PAGES 52-53.**

HDTV BACKING □ Advanced Television Systems Committee urges U.S. to reiterate its support for HDTV system based on Japanese-developed 1,125-line, 60 hertz model. **PAGE 57.**

TRAILING THE FIELD □ ABC's third-place affiliates have a number of questions they would like the network to answer at next week's affiliate meeting. **PAGE 64.**

NEW BLOOD □ Midwesterner Alfred Sikes is first from outside Washington environs to head NTIA. **PAGE 67.**

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week to six.

But are the bigger checks being signed by broadcasters in 1987 (see chart) all going to King World? Dick Robertson, with the office of the president of Lorimar-Telepictures and who oversees the company's syndication operations, said: "Everyone else [but King World] is pretty much getting inflationary, or just a little bit over inflationary increases. Our shows are getting, on average, probably single-digit increases." King World's chief operating officer, Stuart A. Hersch, agreed there is a two-tiered market right now, "very much like what happened a couple years ago in the record business when there were only a few stars, such as Michael Jackson, Lionel Ritchie and Billy Joel, while everyone else was scrambling just to get distributed."

Among the "stars" that will help boost programing prices still more in 1988 is the *Cosby Show*, which has more than doubled the record sitcom price in most markets and which, as of a recent count, had been purchased in 77 of 82 markets by affiliates. Other sitcoms soon to begin airing, and thus recorded, include *Webster*, purchased by affiliates in 47% of the 145 markets where it has been sold, and *Kate & Allie*, purchased by affiliates in 60% of the markets sold.

Robertson said that affiliates purchasing *Cosby* in the top-50 markets—where affiliates are prohibited from placing off-network shows in the lucrative 7-to-8 p.m. slot—had to be either hoping that the prohibition might be lifted or that, if the show were run earlier in the day, the *Cosby* audience would "flow" over into stations' local newscasts.

The bottom line, said Boston-based media consultant, David Butterfield, is that "stations are in close to a bidding situation for most of these shows." Said Robert Sutton, president and chief executive officer of the Media General Broadcast Group, "I don't see programing costs coming down...It [the increase] might slow just a hair, but somebody else is always willing to pay for shows that perform." Media General said film contracts payable for 1987 increased 5%, and Sutton said he expects programing costs to increase roughly 10% the following year.

In contrast to the gains of programing costs, TV station revenue so far in 1987 is up by less than 5%, according to the Television Bureau of Advertising, whose assessment seems confirmed by the just released first-quarter results for publicly held group owners (see chart). Whether spot advertising will pick up later in the year is still unknown, and those looking forward to quadrennial benefits of the Olympics may have forgotten the complaints of some that the last time around ABC's network sales for the 1984 Olympics drained money out of the spot marketplace.

Unlike their independent brethren, affiliates have less exposure to programing costs, which amount to roughly one-quarter of their total expenses, compared to the 40% or more many independents report. But programing increases are still large enough that at least some station groups are looking to hold the line elsewhere, including, in some cases, the cost of news. A hypothetical example for a station with $50 million in revenue, an operating profit of $20 million and program expenses of $7.5 million (25% of total expenses), would show that if revenue increases 4%, to $52 million, while program expenses jump 20% to $9 million, all other costs would have to be virtually frozen for management to register any profit increase.

Are the profit margins of affiliates in for a squeeze? Ward Huey, vice chairman of A.H. Belo Corp., and president of that company's broadcast divisions, said not: "People have redirected how they spend dollars and might choose to spend less money for that which doesn't appear on the air. Frankly we are pleased with our audience delivery and we see growth."

For many stations there has recently been a timely slowdown in the rapid increase in news costs, notes Multimedia's James Lynagh: "News has also been increasing in costs, but that has suddenly leveled off, with anchors and others flooding the marketplace. Some groups are trying to hold those [news] cost increases to 4% or 5%."

Margins are not always the guiding principle, said Media General's Sutton: "While our margins are good, we are not margin-driven. The most important thing is having a strategic plan on making the TV station the best one in the market." For many affiliates, that strategic plan still means paying top dollar for the top-performing shows. □

FCC gets earful at Telcomsubcom House hearing

Markey tells FCC that committee will be an "active participant" in telecommunications policymaking

That the Fowler era of independent FCC deregulation is over appeared abundantly clear at the agency's authorization hearing before the House Telecommunications Subcommittee last week.

The FCC's new chairman, Dennis Patrick, appearing before the subcommittee, heard no dearth of criticism of the deregulatory maneuverings of his predecessor, Mark S. Fowler; got a public reminder that the House intends to approve legislation codifying the fairness doctrine, perhaps as early as this week, and received a personal warning from House Energy and Commerce Committee Chairman John Dingell (D-Mich.), who made a special appearance at the hearing, that there would be "unpleasant consequences" should the agency attempt to interfere with the will of Congress on the doctrine.

There were additional reminders that the subcommittee will be monitoring Patrick's progress as he continues considering reinstituting syndicated exclusivity rules. There was further talk about the congressional effort to resurrect the antitrafficking rule, which required stations to be owned three years before being sold. And Commissioner James Quello, one of Patrick's three colleagues, all of whom were present for what turned out to be a four-and-a-half-hour ordeal, supplied the subcommittee with a 22-page manifesto calling for the rule's resurrection. (Quello, a Democrat, received a public commendation from House Telecommunications Subcommittee Chairman Edward Markey [D-Mass.] for his "interest in this exceedingly important issue.")

Markey

If that weren't enough to remind observers of the changed contours of the regulatory terrain, there was Markey's opening statement. Among other things, Markey contended that the sanctification of greed had been a "resounding theme in this nation during the Reagan era; from Wall Street to Main Street the speculators and the greedy have been left unfettered to feed at the public trough. But now the time has come for Congress to restore the primacy of the public interest standard. This subcommittee will be an active participant in telecommunications policy planning and development this year. The Congress soon will codify the fairness doctrine for the second time, and, on June 17, the subcommittee will begin hearings on the antitrafficking rules, with an eye to codifying the rules that the commission misguidedly repealed several years ago."

Markey also said the subcommittee would "review closely" the agency's proceedings to loosen its duopoly rules for radio and to consider dropping rules prohibiting the creation or transfer of radio-TV combinations, proceedings that are expected to be ripe for action late this year. "One final issue that reflects congressional concern about the public interest standard is the sunset of the must-carry rules," Markey said. "Because of the unique role local broadcasters play in their communities, a clear consistent approach to must carry is essential. I fully expect that in the near future the Congress will resolve the sunset issue through legislation."

Markey said additional legislation might be required to retool the agency's ex parte rules more to his liking. The agency's new ex parte rules (BROADCASTING, March 23) permit agency personnel to request presentations on rulemaking proceedings during a seven-day "sunshine" period before a vote, as long as the presentations are fully disclosed. The rules prohibit initiation of approaches to the agency by outsiders during the sunshine period, and Markey was clearly upset that the agency has asserted that congressmen are outsiders as far as the ruling is concerned. Markey said the clerk of the House had held that the FCC lacked author-

Antitrafficking argument. FCC Commissioner James Quello seized center stage again after he submitted a 22-page statement arguing for the reinstitution of antitrafficking rules at the agency's congressional oversight hearing last week. Quello's basic argument is that the rules, which required holding a station for three years before selling, are necessary to put the brakes on the speculative churn in broadcast properties, which he believes is operating against the public interest. He contends that the rate of station transfers has been on the rise since the FCC eliminated the rules in 1982. Quello also said he didn't believe that repeal of the antitrafficking (or three-year) rule was the sole cause of the rapid turnover in broadcast stations. "However, reinstatement of the three-year rule will solve most of the problems related to rapid station transfers," Quello said. "Re-establishing the three-year rule will eliminate those entrepreneurs who seek to merely turn over broadcast stations for quick profit."

In the following table, Quello documented the increase in station transfers since 1979 for Congress.

Comparison of station sales to licensed facilities

	Television			*Radio*			*Broadcast*		
	Commercial† Licensed & CP	*Sold**	*%*	*Commercial† Licensed & CP*	*Sold**	*%*	*Commercial† Licensed & CP*	*Sold**	*%*
1979	724	47	6%	9,045	546	6%	9,769	593	6%
1980	734	35	5%	9,278	424	5%	10,012	459	5%
1981	756	24	3%	9,361	625	7%	10,117	649	6%
1982	777	30	4%	9,461	597	6%	10,238	627	6%
1983	813	61	8%	9,678	669	7%	10,491	730	7%
1984	841	82	10%	10,021	782	8%	10,862	864	8%
1985	883	99	11%	10,359	1,558	15%	11,242	1,657	15%
1986	919	128	14%	9,824	959	10%	10,743	1,087	10%

† Data from Television Factbook. Cable & Services Volume 1986 (pA-17)

* Data from BROADCASTING, Feb. 9, 1987 (p. 53)

Editor's note. FCC Commissioner James Quello's statement to Congress should be read cautiously since certain of the figures he cites are gross overstatements of the numbers of stations that actually changed hands. For example, Quello relies on some figures, gathered from FCC annual reports, that state that in 1982, 1,301 radio transfers were approved by the FCC and that in fiscal 1986, 2,457 radio transfers were approved, suggesting an increase of 88.9%. He also cites agency figures stating that in 1982, the FCC approved 170 TV transfers, and in 1986, it approved 767, representing an increase of 351%.

In a subsequent paragraph, he conceded that the FCC figures overestimate the actual number of stations sold, since the data includes short-form pro forma transfers. Yet no information was provided on how many of those applications were for pro forma changes and he failed to note that a large number of pro forma transfer applications were filed in 1986 because of a desire by many broadcasters to restructure to place their best foot forward for the new tax law. Indeed, BROADCASTING's own count showed 145 TV stations and 1,139 radio stations actually changed hands (BROADCASTING, Feb. 9, 1987).

For the above chart, Quello relied on sales figures drawn from the same issue of BROADCASTING. The actual numbers of stations that changed hands are slightly larger than the ones Quello cites because he gathered the numbers from a chart listing transactions which had been inadvertently mislabeled to suggest that the number of stations changing hands was being cited. More than one TV station may change hands in a single transaction.

ity to block Congress out. He also warned that a lot of "acrimony and bitterness," along with another "legislative" remedy, might be in store should the agency not reconsider. "It's the regulatory equivalent of, 'Don't call us, we'll call you,' " Markey said. "I'm extremely upset."

Patrick made no guarantees that reconsideration was in the works. Yet two of his colleagues—Quello and Commissioner Mimi Dawson—indicated that they weren't wedded to the provision that had proved to be so nettlesome to Markey.

Representative Al Swift (D-Wash.) also advised the Patrick FCC to be more sensitive to congressional advice than the Fowler FCC had been. "For six years, eyebrow raising didn't do anything at all," said Swift. One result, according to Swift's analysis, was that Congress had been forced to assert its will through legislative efforts, as it is doing in codifying the fairness doctrine. That's too bad, said Swift, author of the pending House bill that would codify the three-year rule, because "very frequently you can do things better" than Congress. He also noted that regulatory agencies that listen to their congressional overseers don't get into the sort of trouble the FCC was "led into by its former leadership."

Other highlights:

■ Representative Mike Synar (D-Okla.) questioned whether reimposing syndicated exclusivity rules wouldn't harm the interests of backyard earth station owners, who now, he said, are able to receive distant signals packaged by third parties.

■ Representative Dennis Eckart (D-Ohio) said he believed Section 624(f) of the Cable Communications Policy Act of 1984 proscribed the FCC from adopting syndicated exclusivity rules. "It's not clear," replied Patrick. "But that's something being looked at."

■ Representative Tom Tauke (R-Iowa) commended the FCC for its "imaginative" approach to developing and implementing telecommunications policy. He also said, however, that he wasn't "entirely pleased" by the FCC's definition of its "effective competition" test—that is, the presence of at least three unduplicated signals in a cable community—which qualifies the cable system to set its own rates for basic services. The signals are counted, according to Tauke, if they place a Grade B signal over any portion of the cable community. "Thus, a community could be out in a fringe area and if it had only a very small portion within the contour, the entire community would qualify," Tauke said. "I believe that a reexamination of this language is appropriate."

Among other things, Tauke, who has cosponsored legislation to eliminate comparative renewal, recommended that the agency explore what it can to do improve the license renewal process.

■ Patrick, in response to questioning by Dingell, said it was his "personal view" that the fairness doctrine disserved the public interest and chilled the sort of speech it was intended to elicit. But, "at this time," the agency had no intention of changing its approach to enforcing the doctrine, something it is currently considering under congressional mandate, according to Patrick. And if the congressional statute is approved, and it isn't nullified, "we will enforce it in good faith to the letter of the law," Patrick said.

■ Patrick also said NBC News President Lawrence Grossman's recommendation for broadcast exemption from equal time requirements during the 1988 presidential election campaigns (BROADCASTING, May 25) was "worth exploring."

■ Representative John Bryant (D-Tex.) said he was "pleased" that the FCC had taken indecency action against broadcast licensees, even though he said, "I abhor censorship." He also wondered whether the agency couldn't "jawbone or something" to persuade the TV networks to scale back on what he believes to be the increasingly "lascivious" aspects of their programing.

■ Swift also believed it was taking the FCC an "enormous" amount of time to publish orders, forcing the public to operate on press releases. "That's not a good way to do business," said Swift. □

Three-network TV revenue shows slight decline in first quarter

Gains in sports offset by drops in daytime and news, contributing to overall decrease of 0.07%

The legacy of last year's upfront market and problems with audience delivery continue to depress results for the three television networks, according to first-quarter numbers the three recently submitted to Arthur Young & Co., and provided to BROADCASTING by Hugh Del Regno, controller for CBS Entertainment. First-quarter revenue for the three declined by a hair, to $1.6 billion, with a substantial increase in sports and a moderate gain in prime time pulled down by double-digit declines in both daytime and news (see chart).

Three-network revenue for late night increased slightly and the children's daypart registered a double-digit increase, although first-quarter dollars were still below those registered in the comparable quarter of two years ago. Numbers should be considered as rough indicators of the marketplace since the shows included in various dayparts may change—for instance CBS moved results of its new *Morning Program* from news to daytime in the middle of the first quarter.

The three-network-submitted results are more pessimistic than the 2.8% revenue gain estimated recently by the Television Bureau of Advertising based on Broadcast Advertisers Reports data. One essential difference between the Arthur Young and BAR numbers is that the latter do not subtract for spots that the networks used as makegoods to compensate advertisers for previous underdelivery of audience. The slightly divergent results suggest that at least one of the three networks had substantial makegoods, possibly in daytime.

Jerry Dominus, vice president, sales, for the CBS television network, said the just reported quarter may be the "turn-the-corner-quarter," and that three-network results for the second quarter should show an improvement.

The Arthur Young-compiled numbers show that net prime time revenue was up 2.1%, to $823.3 million, following a 4.6% gain in the first quarter of 1986. Sports also compounded its growth, up 12.8%, to $292.3 million, on top of a 14.6% hike for the first quarter of last year, which now makes sports the second-highest revenue daypart in the quarter, passing daytime. The decline of the latter daypart accelerated from minus 3.6% in the 1986 first quarter, to minus 12.7% in the three months ending March (presumably the addition of the CBS's *Morning Program* prevented the decline from being worse) for revenue of $252.6 million.

Shows classified in the news daypart posted a revenue decline of minus 11.5%, to $148 million, versus a gain of 3.7% in the prior period. Late night gained 2.6%, to $61.1 million, following up on a previous first-quarter gain of 6%. And children's programing pulled in 17.3% more revenue, to $21.4 million, following a 30% decline in the 1986 first quarter. □

First-quarter television network revenues
1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
First quarter '87	$3,978	$0	$0	$0	$927	$0	$4,905
First quarter '86	3,563	49	0	0	342	0	3,954
% increase (decrease)	11.65	(100)	0	0	171.05	0	24.05
All other gross revenue from time sales*							
First quarter '87	964,027	71,669	296,866	24,978	342,815	174,222	1,874,577
First quarter '86	944,403	69,782	339,707	21,425	304,439	196,556	1,876,312
% increase (decrease)	2.08	2.70	(12.61)	16.58	12.61	(11.36)	(0.09)
Total gross revenue from time sales							
First quarter '87	968,005	71,669	296,866	24,978	343,742	174,222	1,879,482
First quarter '86	947,966	69,831	339,707	21,425	304,781	196,556	1,880,266
% increase (decrease)	2.11	2.63	(12.61)	16.58	12.78	(11.36)	(0.04)
Less advertising agency commissions							
First quarter '87	144,740	10,551	44,265	3,590	51,448	26,271	280,865
First quarter '86	141,927	10,230	50,381	3,183	45,537	29,302	280,560
% increase (decrease)	1.98	3.14	(12.14)	12.79	12.98	(10.34)	0.11
Total net revenue from time sales							
First quarter '87	823,265	61,118	252,601	21,388	292,294	147,951	1,598,617
First quarter '86	806,039	59,601	289,326	18,242	259,244	167,254	1,599,706
% increase (decrease)	2.14	2.55	(12.69)	17.25	12.75	(11.54)	(0.07)

*Includes $11,025,000 in color insertion revenue reported by two networks for 1987 first quarter and $10,374,000 for 1986 first quarter.

NBC affiliates look to shore up number-one status

Topping list of concerns: daytime ratings, news holes in '88 Olympic coverage, late-night news lead-in numbers in May sweeps

NBC affiliates, unlike their ABC and CBS counterparts, have no long lists of complaints, but they do have concerns, which will be hashed out at the NBC affiliates meeting in Los Angeles that starts today (June 1). The network is riding high after its second consecutive prime time regular season victory and ninth consecutive victory in a sweeps period (see page 31). But several chinks in the network's prime time armor became evident in May, the most disturbing in the minds of affiliates being NBC's fall from first place in the crucial late news lead-in period, 10:30 to 11 p.m. NBC was first in the lead-in slot a year ago, but fell 14% and surrendered its lead there to CBS.

Affiliates last week indicated that would undoubtedly be an issue at this week's meeting. Other issues ripe for discussion include the news windows that affiliates will receive during the network's 7:30 p.m.-midnight coverage of the summer Olympic games in Seoul in September 1988, and the network's performance in daytime, where it continues to be an also-ran. Affiliates contacted last week said they were also looking forward to further briefings by NBC News President Larry Grossman on his proposal for a suspension of the equal opportunities section (315) of the Communications Act for the 1988 presidential election, as well as the NBC News presentation for the Sunday edition of *Today*, which debuts in September. In all likelihood, affiliates will discuss the possibility of taking Grossman's proposal a step farther and seeking a suspension of Section 315 for all federal elections in 1988, perhaps state and local elections as well.

Jim Lynagh, president, Multimedia Broadcasting and outgoing chairman of NBC television affiliates advisory board (a new chairman will be elected at the meeting this week), said there was concern about the news lead-in time period and related questions about the renewal of at least one 10 p.m. show for next season, *Crime Story*, which ranked 68th among programs last season with a 13.1/22. Lynagh said that affiliates "will want to express that concern" at the meeting. "It's a very important time period," he said, "for both affiliates and O&O's, particularly Monday through Friday." Local news is for most stations the single largest source of sales revenue. Roger Ogden, president, KCNC-TV Denver, suggested that part of NBC's slippage in the 10 to 11 p.m. time period is due to the extraordinary program shuffling that occurred on the schedule in the past season as the network tested new programs. "There was an awful lot of moving around in the time period," he said. "It's a

Republic Pictures is back in the saddle again

Studio known for its B-movie westerns has a number of TV projects in production, including a new show for CBS on Friday

Leading CBS's new Friday-night schedule this fall will be a one-hour romantic adventure, *Beauty and the Beast*, the co-producer of which, Republic Pictures, is completing its own tale of transformation. The company that once mass-produced the B-movie Hollywood western has returned to film and made-for-TV production and is joining with Witt/Thomas Productions to produce *Beast* for CBS.

Republic, the owner and distributor of a 1,400-title library that includes its own productions (such as the John Wayne classics "The Quiet Man" and "The Red Pony"), has created a new subsidiary, Republic Pictures Productions, to create three made-for-television titles. Those films—"When the Time Comes," which starred Brad Davis and Bonnie Bedelia and ran on ABC-TV on May 25, and "Mistress," starring Victoria Principal (CBS), along with a third untitled film—will be produced by Jaffe/Lansing Productions. Stanley Jaffe produced "Kramer vs. Kramer" and with Sherry Lansing produced "Racing with the Moon," "First Born" and "Fatal Attraction." Republic has also announced it will remake the Cary Grant-Ingrid Bergman classic, "Indiscreet," with

Syndication Marketplace

Columbia/Embassy closed its fourth market for *Who's the Boss*—San Francisco independent KTVU(TV)—for a price sources put at $110,000 per week. C/E's minimum in the market was $80,000. At $110,000 per week, the *Boss* price trails only the $120,000 per week paid by KPIX(TV) for *The Cosby Show* in that market. C/E opened the Phoenix market last Tuesday, May 26.

MGM/UA Television reports that *Sea Hunt* has been cleared in 13 more markets to bring its current total to 54. Recent clearances include WPWR-TV Chicago; WPHL-TV Philadelphia; KXTX-TV Dallas; KDVR(TV) Medford, Ore.; WITI-TV Milwaukee; WUPW(TV) Toledo, Ohio; KVIQ(TV) Eureka, Calif.; WXIX-TV Cincinnati; KMSP-TV Minneapolis; WXIA-TV Atlanta; KOKI-TV Tulsa, Okla.; WLKY-TV Louisville, Ky., and KMPH-TV Fresno, Calif. *Sea Hunt* is sold on a cash-plus-barter basis with one-and-a-half minutes for MGM and five-and-a-half minutes for stations. MGM also reports that *We've Got it Made* is now cleared in over 60 markets.

Multimedia Entertainment reports that *The Sally Jessy Raphael Show* has moved in New York from WABC-TV to WNBC-TV. On WABC-TV the show will run at 10-10:30 a.m. On WNBC-TV it ran at 3 a.m.

King World will increase the number of weeks of first-run episodes of *Jeopardy* from 39 to 46 for next fall. Stations will now carry six weeks of repeat episodes instead of 13. *Jeopardy* is produced by Merv Griffin Productions and is seen in 208 markets covering 98% of the country.

Access Syndication has acquired the rights to the *Hawaiian Swimsuit Spectacular*, a one-hour special that was originally part of KABC-TV Los Angeles' locally produced access show, *Eye on L.A.* In its original form, the Triple Crown Production ran in 3-D, but in syndication it will not. Access is making the program available for the third quarter on a barter basis.

Apollo Theater Syndication has cleared *It's Showtime at the Apollo* on 11 more stations to place the weekly one-hour series' coverage of the country at 60%. The latest stations to clear the show include WDIV(TV) Detroit; KRLR(TV) Las Vegas; WCVX(TV) Providence, R.I.; WXTX(TV) Columbus, Ga., and KUSK(TV) Phoenix. Barter distribution of the 24 one-hour episodes available for two runs gives station six minutes and Apollo Theater six minutes.

Orbis Communications reports that it has cleared *At a Theater Near You*, a two-minute movie preview program consisting of four previews, in 12 markets including WLVI-TV Boston; WATL-TV Atlanta; WTIC-TV Hartford, Conn.; KAUT(TV) Oklahoma City, and KDVR(TV) Denver. Stations clearing *At a Theater Near You* guarantee Orbis 25 rating points a week and in return they get a percentage of advertising revenue from the sale of a spot inserted in the program.

GGP Sports reports that it has cleared *The Road to Calgary*, 13 half-hours preceding the 1988 winter Olympic games, on 87 stations covering 56% of the country, and *The Road to Seoul*, 18 half-hours preceding the summer Olympic games, in 62 markets covering 46% of the country. Barter distribution of both preview series gives stations four minutes per episode and GGP two minutes. GGP is also releasing a one-hour *NFL Preseason Football Special* for the end of the summer, to be hosted by John Madden, who currently hosts GGP's Super Bowl preview. Barter distribution of the preseason preview will give stations six-and-a-half minutes and stations five-and-a-half minutes.

All American Television reports that it has cleared *Deja View III—A 60's Video Album* in 70 markets covering 63% of the country for a July 13-Aug. 23 window. *Deja View III* will consist of segments from the first two *Deja View* specials along with new segments featuring Graham Nash of Crosby, Stills & Nash, Felix Cavaliere of The Rascals, Sly Stone of Sly & the Family Stone and Roger McGuinn of the Byrds. Teri Garr, Harry Dean Stanton, Michael Pare and Bronson Pinchot will also appear in the program which will appear on KHJ-TV Los Angeles, KRON-TV San Francisco, WXYZ-TV Detroit, KDFI-TV Dallas and WTVJ(TV) Miami, among others. Barter distribution gives stations seven minutes and All American five-and-a-half minutes.

World Events Productions will try to capitalize on what it perceives as a trend in animation toward the use of dinosaurs with the creation of a one-hour special titled *Denver, The Last Dinosaur*, available in 1988. Peter Keefe, vice president of production, said World Events is looking toward creating a group of animated specials. Keefe said WE is following the lead of the networks, which have used animated hours from 8 to 9 p.m. World Events is positioning *Denver* for prime time use by affiliates, or independents. World Events also reports that it has landed a Los Angeles clearance for its animated strip, *Saber Rider & the Star Sheriffs*, on KTLA(TV).

Lionheart Television will distribute *Cutrate Care: America's Day Care Gamble*, the sixth in a series of documentaries produced by the documentary unit of Post-Newsweek Stations. The program will explore the lack of affordable, available and quality child care in the U.S.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 17:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/211	97
2.	Jeopardy	13.1/209	99
3.	World Wrestling Fed.	9.8*/200	93
4.	People's Court	8.2/193	97
5.	Oprah Winfrey	7.5/165	95
6.	New Newlywed Game	7.3/189	97
7.	Entertainment Tonight	7.1*/152	92
8.	Hollywood Squares	6.1/152	92
9	Mama's Family	5.2*/158	89
10.	Siskel & Ebert & Movies	5.0*/151	88
11.	Lifestyles of Rich-Famous	4.8*/178	95
12.	Star Search	4.6*/175	94
13.	Charles in Charge	4.4*/96	84
13.	Solid Gold	4.4*/193	96
13.	This Week in Baseball	4.4/103	85

*includes multiple airings

NBC wins week with 13.8/24

NBC won the prime time week ended May 24, according to the national Nielsen numbers, with a 13.8 rating and a 24 share. CBS came in second with a 12.7/22, while ABC had an 11.5/20. Last year at this time, the standings were NBC 15.5/28, ABC 12.2/22 and CBS 11.5/21.

In the evening news race, the finishing order was NBC 10.8/23, CBS 10.0/21 and ABC 9.9/20. Last year the news numbers ran CBS 10.9/22, ABC 10.3/21 and NBC 10.1/21.

NBC won four nights: Monday, Wednesday, Thursday and Saturday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	23.4/42
2.	Family Ties	NBC	22.8/39
3.	Sunday Night Movie	NBC	20.5/35
4.	Growing Pains	ABC	20.4/33
5.	Cheers	NBC	19.9/34
6.	Who's the Boss?	ABC	19.2/32
7.	Golden Girls	NBC	17.8/35
7.	Tuesday Movies	CBS	17.8/29
9.	Poker Alice	CBS	17.5/32
10.	Night Court	NBC	17.2/28
11.	60 Minutes	CBS	16.9/35
12.	Murder, She Wrote	CBS	16.7/32
12.	American Comedy Awards	ABC	16.7/27
14.	Molly Dodd*	NBC	16.6/28
15.	Cheers (Wed.)	NBC	16.2/27
16.	Newhart	CBS	15.5/24
17.	Monday Movie	NBC	15.4/24
18.	L.A. Law	NBC	15.2/27
19.	Happy Birthday Hollywood	ABC	15.1/24
20.	ALF	NBC	14.8/25
20.	Valerie	NBC	14.8/24
22.	Me & Mrs. C	NBC	14.5/29
22.	Kate & Allie	CBS	14.5/24
24.	Matlock	NBC	14.4/24
25.	Head of the Class	ABC	14.2/24
25.	Designing Women	CBS	14.2/22
27.	Perfect Strangers	ABC	13.8/25
28.	227	NBC	13.4/27
29.	Sunday Movie	CBS	13.2/23
29.	St. Elsewhere	NBC	13.2/23
31.	Highway to Heaven	NBC	13.0/23
32.	20/20	ABC	12.9/23
32.	My Sister Sam	CBS	12.9/21
34.	Equalizer	CBS	12.7/22
35.	Simon & Simon	CBS	12.4/21
36.	Facts of Life	NBC	11.7/25
36.	Cagney & Lacey	CBS	11.7/19
38.	Hotel	ABC	11.4/20
39.	Hunter	NBC	11.3/23
39.	Magnum, P.I.	CBS	11.3/16
41.	Hunter (Tues.)	NBC	10.8/17
42.	Spenser: For Hire	ABC	10.5/21
43.	Survival—Killer Whales	CBS	10.4/21
43.	Disney Sunday Movie	ABC	10.4/21
45.	Mr. Belvedere	ABC	10.2/20
45.	Scarecrow & Mrs. King	CBS	10.2/18
45.	Twilight Zone	CBS	10.2/16
45.	Sunday Night Movie	ABC	10.2/17
49.	Mike Hammer	CBS	10.0/17
50.	Snow White Anniversary	NBC	9.6/19
50.	Miami Vice	NBC	9.6/17
52.	Diana Ross Special	ABC	9.4/15
53.	Webster	ABC	9.3/19
54.	Friday Night Movie	ABC	9.2/17
55.	Our House	NBC	9.0/17
56.	Stingray	NBC	8.7/16
57.	Outlaws	CBS	8.4/18
57.	Ohara	ABC	8.4/17
59.	ALF (Sun.)	NBC	8.3/17
60.	Saturday Movie	CBS	7.9/16
60.	Hill Street Blues	NBC	7.9/13
62.	Our World	ABC	6.9/12
63.	Starman	ABC	6.8/14
64.	West 57th	CBS	6.3/10
65.	Jack & Mike	ABC	5.7/10

*indicates premiere episode

Journalism

Future shot: newsgathering from space

Although use of satellite photography by news organizations may be years off, debate has already begun over problems it could create

The routine use of satellite photography by the television networks and other news media may be some years into the future; the present cost estimates would seem prohibitive. And the technology that permits picture-taking from several hundred miles in space may create thorny conflicts between the media's First Amendment rights and U.S. national security and foreign policy interests. Still, members of Congress and staffers who have studied the matter indicated last week they do not view such problems as insurmountable. One factor that would drive national policy in the direction of facilitating the emergence of what is being called a mediasat is the need to help American companies exploit what may be a developing market for remote sensing.

Congress's Office of Technology Assessment, in a technical memorandum on "Commercial Newsgathering from Space" released last week, helped focus attention on those issues. The report was the subject of a briefing by members of the House Subcommittee on Space Science and Applications and by OTA staffers in what was the latest in a series of recent public discussions of satellite photography. The report itself grew out of a workshop in December. Last month, the subject was debated in forums sponsored by the American Enterprise Institute and by Catholic University. And at the briefing, Represenative Bill Nelson (D-Fla.), chairman of the subcommittee, promised "extensive hearings" this summer on the issues raised in the report.

Remote sensing is beginning to provide material for the news media. The coverage of the nuclear disaster at Chernobyl last year was one of the more dramatic examples. Others include the Soviet radar installation at Krasnoyarsk said to be in violation of the 1972 ABM Treaty and pictures of the Iran-Iraq fighting.

However, the French SPOT satellite and the U.S. EOSAT (Earth Observation Satellite Co.) Landsat satellite are not ideally suited for the news media's needs. The OTA report says they "lack the high resolution, timely delivery and assured access to data" that experts feel could make remote sensing "an integral part of the newsgathering process." The SPOT satellite can sense objects 10 meters across, and EOSAT, 30 meters. Those satellites are useful for experimentation by the news media. But the sensing ability of neither is adequate for news media's needs, and neither company is geared to producing pictures for use within less than a matter of weeks. Both were designed for work in connection with minerals exploration, crop assessment and city planning, among other projects.

OTA estimates the media would need a two-satellite system that could sense objects five meters across and produce pictures for use on a daily basis. And that system, the report says, would cost between $215 million and $470 million to build and launch, another $50 million to $75 million to operate over a period of five years. That would produce an average annual cost over the five-year period of $53 million to $109 million. Assuming ABC, CBS, NBC and Cable News Network banded together to build and operate the system, OTA said, those "admittedly speculative figures" indicate "each satellite image would have to be worth about $35,000 to $73,000 to the networks"—far more than the networks would be willing to spend.

Beyond the costs, the report notes, there are the national security and foreign policy problems a mediasat could generate by disseminating information regarding U.S. military operations or information considered sensitive by foreign governments. Misinterpretation of satellite imagery—and interpreting the pictures from space requires a high degree of skill—could also precipitate a crisis, according to the report. Still, the re-

Proxy details TCI buyout of Heritage

Bass investment spurred Heritage to look for white knight; merger valued at $892 million

Details of the proposed buyout of Heritage Communications by a group largely owned by Tele-Communications Inc., and the subsequent spin-off of Heritage's broadcast properties, were revealed last week in the company's proxy statement. Certain members of Heritage management will be given five-year employment contracts and allowed to purchase up to 18% of the surviving entity.

The history of the merger detailed in the proxy attributes to the Robert M. Bass Group (RMBG) a leading role in the decision to go private. Two months before announcing last December a 5.8% holding in Heritage, RMBG privately approached the Des Moines, Iowa-based MSO to discuss the investment. The company decided it could not consider the Bass holding as purely an "investment. . . In considering what reponse to make to the Bass investment, the management of Heritage took into account publicly available information about other Bass investments, including situations in which members of the Bass family have participated in transactions involving the change of corporate control."

As a defense, the company said it decided to put itself up for sale and talked with three parties in late January, from which TCI was selected to negotiate a final agreement. The proposed merger calls for Heritage shareholders to receive $34, either all in cash or in some combination of cash and TCI stock.

The proxy stated that the merger would require roughly $892 million. Of that, $348 million would be contributed directly by TCI; $207 million would come from the sale of assets, and $348 million would be provided by bank loans, $125 million of which would be guaranteed directly by TCI or an affiliate company.

The $207 million expected from asset sales does not include $225 million to be paid by current management, including James J. Robinette, vice president, television, and Paul Fiddick, vice president, radio, in a leveraged buyout of the company's four AM's, three FM's and six television stations. It is anticipated that the broadcast LBO would be financed partially with an 8% seven-year zero coupon seller's note.

Asset sales so far announced include Heritage's Philadelphia cable system, which is to be sold to Comcast for $33.3 million, "plus the amount of capital invested by Heritage after March 31, 1987, to construct such system." The proxy also states that there is a letter of intent to sell the Los Angeles cable system for roughly $18 million to an undisclosed party.

Following the merger, the surviving entity's board would be set at five persons with one of them from TCI, tentatively the MSO's president, John Malone. Five-year employment agreements would be signed with up to six of Heritage's senior management personel. The management group also would have options to purchase 18% in the surviving corporation for a price equal to TCI's "equity contribution per share." Furthermore those options, whether exercised or not, could be put (requiring purchase) to the surviving corporation in 1992.

The company has delayed for one week, until June 30, a shareholders meeting, where a two-thirds vote is required to approve the merger. Among the other conditions before closing are government approvals for the transfer of cable franchises, which the proxy said is required in systems serving roughly 225,000 of Heritage's roughly one million total. One "adverse" circumstance that might terminate the merger would be the failure to obtain governmental consents to transfer cable franchises for systems serving more than 80,000 subscribers.

The proxy also contained projections as to the future operation of both the surviving MSO, outdoor advertising and communications products division, and for the broadcast LBO. The projections contained two scenarios, one that put cable television operating income ("before tax depreciation and amortization expense") compound growth, at either 13.6% or 9.5%. Outdoor advertising was 15.8% under either assumption.

For the broadcasting operations, the assumed operating income compound growth was 14.8% for radio; for television it was either 14.3% or 10%. Revenue projections showed 10-year compound growth of 7.6% for radio, 10.7% for television. □

First-quarter tracking. Figures compiled for the Television Bureau of Advertising from a survey of 430 reporting TV stations show that local time sales for the first quarter of 1987 climbed 8% over the same period a year ago. (Two weeks ago, TVB reported total first-quarter advertising for network, spot and local [BROADCASTING, May 25].) National and regional spot rose 3%, according to TVB, while network compensation in the period dipped 1%.

New England, by region, showed the greatest jump, 16% in local and 6% in spot TV. Conversely, the west south central region, covering Arkansas, Louisiana, Oklahoma and Texas, showed a 1% gain in local advertising and an 8% loss in national and regional spot TV. TVB said the decline there was apparently related to the oil crisis, but it would not speculate on the relatively brisk activity in New England.

Predictably, NBC affiliated stations tended to outperform those of other networks in the first quarter. The percentage increase was 10% for NBC, ABC's 9% and CBS's 7%.

Figures in the survey were compiled by the certified public accounting firm of Arthur Young & Co. TVB has sponsored the surveys for 20 years and has made the results available to TV stations.

First quarter 1987

Based on total 1986 revenues	*Number of commercial stations**	*Number of reporting stations*	*Local*	*National and regional spot*	*Total*	*Network comp.*
Under $2,000,000	**	39	+24%	+35%	+29%	+5%
$2,000,000-$4,000,000	**	65	+5	+4	+5	+1
$4,000,000-$8,000,000	**	105	+9	+5	+7	-1
$8,000,000-$12,000,000	**	65	+9	+3	+5	+1
$12,000,000-$20,000,000	**	55	+5	-1	+2	0
$20,000,000-$40,000,000	**	54	+9	0	+4	-1
$40,000,000 and over	**	47	+9	+3	+6	-2
All reporting stations	900	430	+8%	+3%	+5%	-1%
Based on location of television market						
New England	38	22	+16	+6	+10	-2
Middle Atlantic	80	36	+9	+3	+6	+1
South Atlantic	158	79	+10	+8	+8	0
East South Central	82	28	+9	+3	+5	-1
West South Central	134	62	+1	-8	-4	-2
East North Central	140	79	+6	0	+4	-1
West North Central	78	41	+14	+2	+8	+1
Mountain	75	39	+4	-5	-1	-4
Pacific	115	44	+9	+5	+7	-3
All reporting stations	900	430	+8%	+3%	+5%	-1%

Based on affiliation of the station	*Number of commercial stations**	*Number of reporting stations*	*Local*	*National and regional spot*	*Total*	*Network comp.*
Affiliates	565	326	+8%	+2%	+5%	-1%
ABC	188	104	+9	+3	+5	-3
CBS	190	118	+7	+1	+4	-2
NBC	187	104	+10	+2	+6	+1
Independents	335	104	+9	+4	+6	—
VHF	34	21	+7	+2	+5	—
UHF	301	83	+11	+8	+10	—
All reporting stations	900	430	+8%	+3%	+5%	-1%
Based on market rank						
1-10	110	37	+9	+1	+5	-3
11-25	108	60	+9	+5	+7	-3
26-50	141	75	+8	+2	+5	+1
51-75	137	75	+7	+1	+4	-1
76-100	108	53	+8	+4	+6	+3
101-140	147	77	+7	+1	+4	-1
141 and over	149	53	0	-3	-1	-1
All reporting stations	900	430	+8%	+3%	+5%	-1%

Time sales represent sales of television time as actually billed and before agency representative commissions.

Full year 1986 time sales dollar composition†

Based on market rank	*Number of reporting stations* VHF	UHF	*Local*	*National, regional spot*	*Network comp.*	*All time sales*
1-10	28	9	48% (36)	50% (36)	2% (20)	100% (37)
11-25	40	20	45 (23)	53 (27)	2 (16)	100 (24)
26-50	47	28	46 (16)	49 (16)	5 (20)	100 (16)
51-75	51	24	50 (11)	45 (9)	5 (15)	100 (10)
76-100	31	22	49 (5)	44 (5)	7 (10)	100 (5)
101-140	48	29	48 (6)	43 (5)	9 (12)	100 (5)
141 and over	39	14	48 (3)	41 (2)	11 (7)	100 (3)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)
Based on total 1986 revenues						
Under $2,000,000	8	31	58 (1)	40 (0)	2 (1)	100 (0)
$2,000,000-$4,000,000	34	31	46 (3)	44 (3)	10 (6)	100 (3)
$4,000,000-$8,000,000	60	45	48 (9)	44 (8)	8 (16)	100 (9)
$8,000,000-$12,000,000	45	20	46 (9)	48 (9)	6 (13)	100 (9)
$12,000,000-$20,000,000	45	10	49 (12)	45 (11)	6 (17)	100 (12)
$20,000,000-$40,000,000	47	7	45 (20)	51 (22)	4 (17)	100 (21)
$40,000,000 and over	45	2	46 (46)	51 (47)	3 (30)	100 (46)
All reporting stations	284	146	48% (100)	46% (100)	+6% (100)	100% (100)

(†) Figures in first column represent percentage of station revenue. Figures in parentheses () represent market revenues as a percentage of total revenue.

(*) The number of stations in the various categories are taken from 900 stations in A.C. Nielsen's (NSI) Directory 1986-87. To avoid duplication, individual network counts are for primary affiliates only. Satellites are not included.

(**) The FCC no longer publishes Television Broadcast Financial Data. Therefore, revenue breakdowns by number of stations are no longer available.

(1) Commercial stations in United States have been grouped based on the following market locations:

New England: Conn., Me., Mass., N.H., R.I., Vt.
Middle Atlantic: N.J., N.Y., Pa.
South Atlantic: Del., Washington, Fla., Ga., Md., N.C., S.C., Va., W. Va., P.R.
East South Central: Ala., Ky., Miss., Tenn.
West South Central: Ark., La., Okla., Texas
East North Central: Ill., Ind., Mich., Ohio, Wis.
West North Central: Iowa, Kan., Minn., Mo., Neb., N.D., S.D.
Mountain: Ariz., Colo., Idaho, Mont., Nev., N.M., Utah, Wyo.
Pacific: Alaska, Calif., Ore., Wash.

(2) For market ranking, commercial television stations have been grouped based on the number of television households in their "Area of Dominant Influence" (ADI) as published by the Arbitron Co.

(3) The percentages of increases and decreases submitted by each station have been weighted, using (1) the average of the dollar class checked by the station as representing their 1986 dollar volume of total television timesales revenue and (2), the proportion of each time sales class to the total sales revenue indicated by the stations as representing their 1986 time sales dollar.

kw-D; 250 w-N; FM: 98.3 mhz; 1 kw; HAAT: 480 ft.)—Granted assignment of license from Dillon Broadcasting Inc. to Southwestern Broadcasting Inc. for assumption of liabilities. Seller is owned by Robert C. Green, who has no other broadcast interests. Filed March 30.

■ WAVI(AM) Portsmouth, N.H. (1380 khz; 1 kw-U)—Granted assignment of license from Ware Communications Corp. to Windward Communications Group Inc. for $325,000. Seller is owned by Richard L. Sadowsky, who has interest in Precht Communications Inc., Los Angeles-based group of five TV's. Buyer is owned by Richard Walsh, who also owns WQML(FM) York Center, Me., and has interest in WFTN-AM-FM Franklin, N.H., and WQZN(AM)-WABK(FM) Gardiner, Me., where he is general manager. Filed March 31.

■ KOKC(AM) Guthrie, Okla. (1490 khz; 500 w-U)—Granted assignment of license from Ralph L. Robison to OKC Ltd. for $122,000. Seller has no other broadcast interests. Buyer is owned by Ralph Tyler, who has no other broadcast interests. Filed March 31.

■ WKYB(AM) Hemingway, S.C. (1000 khz; 10 kw-D; 5 kw-N)—Granted transfer of control of Hemingway Broadcasting Inc. to E.M. Associates for $1. Sellers have no other broadcast interests. Buyer is owned by Gilbert D. Evans and his wife, Carolyn. It has no other broadcast interests. Filed March 31.

New Stations

Applications

■ Dadeville, Ala.—Tallapoosa County Christian Broadcasting Inc. seeks 88.7 mhz; 9 kw; HAAT: 328 ft. Address: 947 East Fayette St., 36853. Principal is nonprofit corporation headed by Steve Walker. Filed May 18.

■ Sedona, Ariz.—Michael D. Mahaffey seeks 107.5 mhz; 100 kw; HAAT: 1,564.6 ft. Address: 4359 Shire Cove Rd., Columbus, Ohio 43220. Principal has no other broadcast interests. Filed May 6.

■ Tucson—Playa Del Sol Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 34.76 ft. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward Stolz, who owns KRCK(FM) Burbank and KWOD(FM) Sacramento, both California. Filed May 15.

■ Tucson—FM Tucson Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 7525 E. 33rd., 85170. Principal is owned by Charles Ford. It has no other broadcast interests. Filed May 15.

■ Tucson— Bartree Broadcasting seeks 104.1 mhz; 3 kw; HAAT: minus 52.5 ft. Address: 1045 North Kolb Rd., 85710. Principal is owned by Pamela A. Triano and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Old Pueblo Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 298.5 ft. Address: 7525 E. Speedway, 85710. Principal is owned by Thomas E. Dwyer. It has no other broadcast interests. Filed May 15.

■ Tucson—Tucson Community Broadcasters seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 620 E. Mabel, 85705. Principal is owned by Alice Papcun and four others. It has no other broadcast interests. Filed May 15.

■ Tucson—Huerta FM Radio Ltd. Partnership seeks 104.1 mhz; 3 kw; HAAT: 210 ft. Address: 1690 North Stone, 85705. Principal is headed by John Huerta, who has no other broadcast interests. Filed May 15.

■ Tucson—Kevin M. Wodlinger and Patricia W. Wodlinger seek 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: Rt. 1, Box 180, Verona, Mo. 65769. Principals own KRMO(AM)-KKBL(FM) Monett, Mo. Filed May 15.

■ Tucson—Counsellor FM Partnership seeks 104.1 mhz; 3 kw; HAAT: 299 ft. Address: 706 W. Fifth St., Tyler, Tex. 75701. Principal is owned by David Ray Clement and 18 others. It has no other broadcast interests. Filed May 15.

■ Tucson—Arizona/Capitol Communications Ltd. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 904-F South May St., Chicago 60607. Principal is owned by Terrence Brantley, who has no other broadcast interests. Filed May 15.

■ Tucson—Josie FM Partnership Ltd. seeks 104.1 mhz; 3 kw; HAAT: minus 26.2 ft. Address: 1563 South Hudson St., Denver 80222. Principal is owned by Josie Celaya Velarde and Oscar Leon Cuellar. It has no other broadcast interests. Filed May 15.

■ Tucson—Southern Arizona Broadcasters seeks 104.1 mhz; 3 kw; HAAT: minus 59 ft. Address: 5000 W. Monte Carlo Dr., 85745. Principal is owned by Randall R. Davis, who has no other broadcast interests. Filed May 15.

■ Tucson—F.E.M. Ray Inc. seeks 104.1 mhz; 3 kw; HAAT: minus 46 ft. Address: 711 N. Banff Ave., 85748. Principal is owned by Francine Rienstra, Mary E. Beal and Constanza Rodriguez. It has no other broadcast interests. Filed May 15.

■ Tucson—NJT Limited Partnership seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 3440 Via Guadalupe, 85716. Principal is owned by Nina Jilg Trasoff, who has no other broadcast interests. Filed May 15.

■ Tucson—Klecic Broadcasting Inc. seeks 104.1 mhz; 3 kw; HAAT: 295.2 ft. Address: 10905 Wintergreen Hill, Austin, Tex. 78750. Principal is owned by Johnny Klecic, who has no other broadcast interests. Filed May 15.

■ Tucson—Peggy C. Browne seeks 104.1 mhz; 3 kw; HAAT: minus 39.4 ft. Address: 268 E. River Rd., Suite 110, 85704. Principal has no other broadcast interests. Filed May 20.

■ Tucson—Quinto Broadcasting Corp. seeks 104.1 mhz; 3 kw; HAAT: 328 ft. Address: 7111 North Edgewood Place, 85704. Principal is owned by Henry Quinto and his wife, Marilyn. Filed May 15.

■ Pine Bluff, Ark.—Barnhart Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: Route 2, Box 904, 71603. Principal is owned by Donald R. Barnhart and his wife, Rose Mary. It has no other broadcast interests. Filed May 15.

■ Pine Bluff, Ark.—Madison Hodges seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1231 Azalea Dr., Tallahassee, Fla. 32301. Principal has no other broadcast interests. Filed May 14.

■ Idyllwild, Calif.—Kay Sadler-Gill seeks 101.3 mhz; 75 w; 1,623.6 ft. Address: 13235 H. Fiji Way., Marina Del Ray, Calif. 90292. Principal has no other broadcast interests. Filed May 14.

■ Rancho Mirage, Calif.—Milt Klein seeks 870 w; HAAT: 610 ft. Address: 2029 Century Park East #900, Los Angeles 90067. Principal has no other broadcast interests. Filed May 6.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

■ Milford, Del.—JCH Broadcasters Corp. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 703 N. Walnut St., 19963. Principal is owned by Bill Crisp, Harry E. Jarman and Troy Hill, who have no other broadcast interests. Filed May 15.

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Panama City, Fla.—Central Baptist Church seeks 89.9 mhz; 100 kw; HAAT: 105 ft. Address: 1104 Balboa Ave., 32401. Principal is nonprofit corporation headed by Bradley D. Price. It has no other broadcast interests. Filed May 7.

■ Ponte Vedra Beach, Fla.—LeeAnn Kendall Scopinich seeks 106.5 mhz; 3 kw; HAAT: 328 ft. Address: 972 Alcala Dr., St. Augustine, Fla. 32086. Principal has no other broadcast interests. Filed May 6.

■ Ponte Vedra Beach, Fla.—Safe Care Inc. seeks 106.5 mhz: 3 kw; HAAT: 328 ft. Address. P.O. Box 102, Brooker, Fla. 32622. Principal is owned by Bradlee E. Cox, and two others. It has no other broadcast interests. Filed May 6.

■ Arkansas City, Kan.—Faith Broadcasting Inc. seeks 91.9 mhz; 3 kw; HAAT: 308.3 ft. Address: Summit 4 Edgemont, 67005. Principal is nonprofit corporation headed by Gregory A. Hudson. It has no other broadcast interests. Filed May 8.

■ Shelbyville, Ky.—CSW Ltd. seeks 101.3 mhz; 1.3 kw; HAAT: 442.8 ft. Address: South Shore Dr., 40065. Principal is owned by Stephen Wilborn, and two others, who have no other broadcast interests. Filed May 15.

■ Shelbyville, Ky.—WCND Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 248, 40065. Principal is owned by J.B. Crawley and five others. Filed May 14.

■ Shelbyville, Ky.—Wayne Louis Wilson seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2122 View St., 40065. Principal has no other broadcast interests. Filed May 15.

■ Brooklyn, Mich.—Cascades Broadcasting Inc. seeks 103.5 mhz; 3 kw; HAAT: 328 ft. Address: 1700 Glemshire Dr., Jackson, Mich. 49[illegible]01. Principal is owned by John Salov and four others. It has no other broadcast interests. Filed May 13.

■ Poplar Bluff, Mo.—Christian Educational Advancements Inc. seeks 90.5 mhz; 100 w; HAAT: 43 ft. Address: 1311 South 11th St., 63901. Principal is owned by Donald Parsons and his wife, Bessie. It has no other broadcast interests. Filed May 11.

■ Albuquerque, N.M.—Enchanted Broadcasting Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1057 Red Oaks, N.E., 87122. Princpal is owned by Arthur Alpert and four others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Eda Gordon seeks 101.3 mhz; 2 kw; HAAT: 400.2 ft. Address: 408 Hillside Ave., Santa Fe, 87501. Principal has no other broadcast interests. Filed May 14.

■ Albuquerque, N.M.—Southwest Educational Media Foundation of Texas Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2100 Hwy. 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corp. headed by Kent Atkins. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio Property Ventures seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: One Parkside Plaza, 1430 Olive St., St. Louis 63103. Principal is owned by Burt W. Kaufman and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Radio New Mexico seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1806 Walter St. S.E., 87107. Principal is owned by Mary Ann Fiske and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bradley Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 8300 Washington Ave., 87113. Principal is headed by Donald L. Bradley, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Albuquerque Broadcast Associates seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 509 Caque S.E., 87108. Principal is owned by Amparo Garcia and 21 others. It has no other broadcast interests. Filed May 21.

■ Albuquerque, N.M.—ALBU-Q Broadcasting Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1001 Tramway Blvd., N.E. #13, 87112. Principal is headed by Patricia Chavez. It has no broadcast interests. Filed May 15.

■ Albuquerque, N.M.—Bernaillo Communications Inc. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1 Plaza Sq., Suite 204, Port Arthur, Tex. 77642. Principal is owned by Kent Foster and two others. It has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—New Mexico Capitol Communications Ltd. seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 2020 Cherrywood Circle, Naperville, Ill. 60565. Principal is owned by Curtis Reed, who has no other broadcast interests. Filed May 15.

■ Albuquerque, N.M.—FM Albuquerque Ltd. Partnership seeks 101.3 mhz; 3 kw; HAAT: 328 ft. Address: 1613 Lafayette NE, 87106. Principal is owned by Paula Maes, who has no other broadcast interests. Filed May 15.

■ Stillwater, N.Y.—Molly A. Waltman seeks 101.3 mhz;

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Fairness doctrine veto up to President

Vol. 112 No. 23

Broadcasting Jun 8

NAB has second thoughts on FCC syndex rulemaking
House passes fairness doctrine bill
Advancing on Montreux TV symposium

CHESS MOVE □ NAB may withdraw its support for FCC rulemaking on reinstating syndicated exclusivity rules, fearing that cable and Hollywood would make a deal on compulsory license that would imperil must carry. Washington reaction is vigorous to violent. **PAGE 31.**

FAIRNESS STEAMROLLER □ House passes fairness doctrine legislation, 302-102; bill moves on to the White House. **PAGE 33.**

BRIGHTON BEGINNINGS □ Leading proponents of European satellite television industry meet in Brighton, England, to review progress and project future growth. **PAGE 37.**

PACE SETTER □ NBC affiliates concerns are few and far between as network basks in glow of prime time victory. **PAGE 40.**

OLYMPIC MOCKUP □ NBC is finishing work on technical components of summer Olympic coverage in Seoul and keeping eye on political situation there. **PAGE 45.**

POSITIONING DRIVE □ KCET(TV) Los Angeles, unhappy with plans by cable systems to move its channel position, appeals to viewers in hopes of bringing pressure to bear. **PAGE 46.**

SHARPER IMAGE □ Some 2,200 broadcast marketing and promotion and design executives are expected this week in Atlanta for the annual BPME & BDA convention. **PAGE 48.**

ADVANCE NOTICE □ Grant Tinker, FCC Commissioner Patricia Diaz Dennis among speakers at AWRT convention. **PAGE 50.**

TAXING SITUATION □ Attendees at American Advertising Federation convention in Orlando, Fla., expected to lobby against state's new ad tax. **PAGE 52.**

SORTING OUT □ FCC gets an earful on its indecency standards. **PAGE 53.**

PREFERENTIAL CHOICE □ Commenters' views vary on FCC's new policy on minority/women preferences. **PAGE 54.**

WRAPPING UP □ Syndication sales season drawing to a close, as most fall lineups are set. **PAGE 56.**

BUSINESS BEAT □ Analysis of business and economic reporting points up room for improvement. **PAGE 62.**

MONTREUX BOUND □ HDTV, DBS, CCD and cable among the top topics for discussion at 15th International Television Symposium in Montreux, Switzerland. **PAGE 65.**

RED RAIN □ FCC gets complaint from Florida broadcaster over powerful Radio Moscow signal emanating from Havana. **PAGE 68.**

PRIME CHOICE □ Throughout Jerry Lindauer's career in the cable business, the ex-Marine has been selected to carry his company's standard. **PAGE 87.**

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very timid and the very young, or worse yet, fit for no one.—*Dave Willinski, communication consultant, Ramsey, N.J.*

Alcohol education needed

EDITOR: It is difficult to understand why politicians would propose legislation concerning television advertising of alcoholic beverages, especially having witnessed the lack of effect that was produced when similar legislation was enacted against cigarette smoking. Unfortunately, it is always television because of its enormous impact and effectiveness that is penalized. It seems as though there is no end to what could be targeted next. Will it be eggs because of cholesterol? Or perhaps sugar because of tooth decay?

Communist countries that have bans on advertising possess the heaviest drinking rates in the world.

WCCB Television airs regularly scheduled programs and public service announcements in prime time for prevention of substance abuse. It is time legislators who are supposed to be communicators better understand broadcast advertising communications. Advertising affects brand loyalty and market share, not the amount of product one chooses to consume.

I urge all legislators to put the cork in this one for now and insist that they recognize that alcohol advertising on broadcast media *is* good to the last drop.—*Steven Soldinger, general manager,* WCCB(TV) *Charlotte, N.C.*

Togetherness

EDITOR: In general, I must concur with Ken Klein's assessment of the current state of broadcasting computer standards ("Monday Memo," May 4). His insightful opinions of where the industry *could be* echo those of my organization. I should point out that Enterprise is currently embracing 32—bit technology (the most sophisticated), voice-activated terminals, PC downloading and emulation, advanced communications and vendor interfaces to accomplish the very objectives that Ken addresses. I should also note that many of the interrelated sales functions Ken portrayed as "blue-sky" are currently being done by our sister division in the United Kingdom for the British broadcaster.

We would invite Ken, and for that matter, any media representative to openly discuss ideas that relate to a broadcast data processing "umbrella." After all, we are in the communications industry.—*Greg Calhoun, vice president, sales and marketing, Enterprise Systems Group, Colorado Springs.*

Errata

Correct figures for QVC Network are 573 systems and 8,963,000 subscribers, not 45 systems and 10.8 million subs as listed in May 18 issue.

☐

Beginning in September, Multimedia's *The Sally Jessy Raphael Show* **will move** from WNBC-TV New York **to** WABC-TV there, not reverse, as reported in June 1 issue.

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Alfred C. Sikes, Administrator, National Telecommunications and Information Administration
FCC Commissioners James H. Quello, Mimi Weyforth Dawson and Patricia Diaz Dennis

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attorneys general power to bring suit in federal district courts would best use states' attorneys' resources at no cost to the federal government and would "benefit consumers of all states."

Congressman Luken questioned whether the FTC's Bureau of Competition has been doing a satisfactory job. Asked whether he was concerned over the bureau's management, Oliver said it was "well managed, active and busy." But Commissioner Azcuenaga said that concern had been expressed in commission discussions that the number of cases being brought may be too small. Responding to Oliver's statement that six merger requests had been turned down in 1986, more than in past years, Luken said: "There were 1,346 [merger] transactions last year, and you think six is something to be proud of?" Commissioner Strenio stressed that "six does not sound like a very impressive number for 1986," but it's the highest single-year figure for the FTC since 1978 or 1979, the FTC's "most active stage." And an official at the FTC also pointed out that a record number of requests were filed in 1986 because of the changes in the federal government's tax laws.

The congressmen asked what the FTC is doing to investigate charges of abuse in several areas, among them: cigarette advertising directed at young people, the mortgage industry, airline discount offers, mergers, vertical price fixing and direct mail prize offers. Tauke asked whether the commissioners would be interested in having jurisdiction over airline and mortgage ads, although both industries are regulated by separate bodies. Oliver claimed the agency that regulates the airlines is not performing "satisfactorily," and Bailey said she "would welcome consumer protection jurisdiction over the airlines." Azcuenaga said she would also be willing to increase the FTC's oversight. Strenio asked whether, if the FTC were to be given additional responsibilities, it would also be given "adequate resources" to handle the new load. ☐

Programing

Syndication sales season winds down

Fall schedules are firming up; success of past offerings, combined with downturn in broadcast economy have contributed to what some characterize as slow season for some syndicated properties

Affiliate and independent station schedules for next fall are now shaping up, with most of the needed syndicated programing already purchased to fill programing holes, according to station managers, reps and syndicators sampled last week. With affiliates now in possession of their networks' schedules, and the fate of most syndicated programs aiming for fall debuts already decided this year's sales season for syndicated programing appears to be heading into the home stretch.

To some it seems to have been a long season, given the slow pace of sales, the result mainly of the continued success of several shows, including some shows from this year's crop of debuts in syndication. In access for example, the return of the number-one-and-two shows in syndication, *Wheel of Fortune* and *Jeopardy*, along with *Hollywood Squares*, *Entertainment Tonight*, *New Newlywed Game*, and *P.M. Magazine*, have not left much room for newcomers to the time period. In early fringe, *The Oprah Winfrey Show*, a number of court shows, off-network hours and to some extent *Donahue* and *Hour Magazine* have also formed a gridlock.

Adding to the problem of a lack of available time periods in which syndicators can sell programing has been a downturn in the broadcasting economy. According to one rep source, a tougher spot advertising marketplace nationally and sluggish local sales in some markets have left stations with fewer dollars to spend. While the acquisition of ratings-getting programing is always a necessary expense for stations, he observed, the economic climate has resulted in some reluctance to purchase.

In contrast to the risking of dollars on new shows have been the premium prices paid for proved first-run shows such as *Wheel of Fortune*, *Jeopardy*, and *The Oprah Winfrey Show*. One syndicator said that the downturn has not really affected the programing marketplace this year saying, "good programing gets good pricing." Deals for most shows are written on a tiered basis, with license fees varying depending on the time periods they ultimately occupy. In a higher HUT-level time period, like prime access, a license fee would be higher than for early fringe or daytime.

Despite the downturn in syndication, two new contenders have emerged for access next fall: *Truth or Consequences* (Lorimar), now cleared in roughly 135 markets, and *Win, Lose or Draw* (Buena Vista), cleared in

Syndication Marketplace

20th Century Fox will produce 22 episodes of *Mr. Belvedere* for the next two seasons, whether they are picked up by ABC-TV or not, according to Michael Lambert, executive vice president. ABC had originally canceled the show when it announced its 1987-88 schedule, but last week amended that announcement with word that 13 episodes of the series would be picked up for the fall as a backup. Lambert said that 95 episodes of the series—51 are already in the can—will be available beginning in 1989. The 42 stations that have bought the show so far will pay no increased license fee for the first-run episodes of the series beyond the already negotiated price, he said. *Belvedere* debuted in March 1985, and its clearances include the Fox-owned stations.

LBS Communications and **DIC Animation City** have settled a lawsuit initiated in 1985 regarding "Kideo Enterprises," a joint venture for the distribution on video of certain shows through Lorimar Home Video. Lorimar will continue to distribute certain designated video programs, while recognizing the rights of the two companies to enter into separate home video arrangements.

Access Syndication reports that it has cleared the animated strip, *Beverly Hills Teens*, debuting in the fall, on WWOR-TV New York, KCOP(TV) Los Angeles, WPWR-TV Chicago, WGBS-TV Philadelphia and KTVU(TV) San Francisco. Barter distribution of the show gives stations four minutes and Access two-and-a-half minutes for the first three quarters of the year, and stations four-and-a-half minutes and Access two minutes in the fourth quarter.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 24:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.9/211	97
2.	Jeopardy	12.9/209	99
3.	World Wrestling Fed.	9.2*/204	93
4.	People's Court	8.6/194	97
5.	Entertainment Tonight	7.6*/154	93
5.	Oprah Winfrey	7.6/169	96
7.	New Newlywed Game	7.2/189	97
8.	Hollywood Squares	6.2/154	92
9.	Mama's Family	5.3*/157	88
10.	Wrestling Network	5.1*/171	82
11.	Entertainment Tonight W	4.9*/160	94
11.	Hee Haw	4.9/209	89
13.	Star Search	4.8*/177	94
14.	Three's Company	4.7*/65	78
15.	Divorce Court	4.5*/129	86
15.	Fame	4.5*/139	91

*includes multiple airings

list were likely to come in, and then out of about 60 other stations with which discussions were under way, there were 20 more expected." Giving station managers an idea of whether the show they are committing to buy will make it on the air in the fall necessitated a decision.

In the case of Worldvision's *Trivial Pursuit*, John Ryan, senior vice president, said that it was important to give stations an educated guess as to whether the show would be around in the fall. Declaring a show a go, he added, can help get the ball rolling. Besides, he added, such decisions "almost have to be made long before the 70% mark is reached." *Trivial Pursuit* was launched at NATPE and declared a go on late February with 40% of the country covered, but was later removed from the marketplace. □

'Late Show' runs on without Rivers

Fox Broadcasting's Kevin Wendle, who has taken charge of show, says rotating guest hosts will continue for at least six months

As word came last week of a settlement between Fox Broadcasting Co. and Joan Rivers, recently relieved as sole host of FBC's *The Late Show*, the show's acting executive producer, Kevin Wendle, confirmed the production staff has been restructured to develop the program's new format. Wendle, who was asked to step down for an unspecified period of time as FBC's vice president in charge of prime time and late night programing to take charge of the show, also said last week that *The Late Show* will continue with the guest-host format, for perhaps six months. At that time, an evaluation will be made as to the program's future.

FBC said last week that in the "amended" agreement between the company and Rivers, "the door has been left open to her to be a guest host of the late show." However, a spokesman for Rivers, Richard Grant, said last week it was "highly unlikely" she would do a guest host stint on the program. Unconfirmed reports last week placed the settlement figure at about $5 million, although neither Rivers nor FBC was commenting publicly on the details of their arrangement. In a prepared statement, Jamie Kelner, president, FBC, thanked Rivers for her "tremendous effort in helping to launch a new programing service and in establishing a time slot for *The Late Show*."

In following the guest-host route for the foreseeable future, the show "is becoming a special every night," Wendle said. "We are finding that the possibilities are really endless." In large part, he said, the shape of each night's show is formed by the particular guest host. "One night it can be a music show, the next a comedy, or interview show, or even a sports show." A number of the guest hosts are being allowed to have a say in the content of the shows they are hosting. For example, Martin Sheen, who has agreed to host the program for a night, was given the go-ahead to invite friends Kris Kristofferson and George C. Scott as his guests. Jackee Harry, of NBC's *227*, will also do a host stint, and is bringing along as guests actor Billy Dee Williams and professional basketball standout Magic Johnson.

As to the search for a permanent new host, Wendle insists the pressure is not on to come up with one quickly. "A lot of people tell me, 'You can't do this forever,' but all I can tell you is this [guest host] format is one of the most exciting on television. I can't imagine in the short term not being able to make this work." What will probably happen, he said, is "we'll find a dozen or so people that work reasonably well and bring them back on a rotating basis, intermixed with one-shots here and there."

A couple of celebrities who have already made guest-host appearances—a concept first tested when Rivers took a week off in April—have been asked back for a second stint, including Suzanne Somers and Peewee Herman. Somers will reappear June 29 and 30. In her appearance two weeks ago she incorporated a segment from her Las Vegas act, giving the program a "cabaret" flavor that went over well with the studio audience, said Wendle. FBC has booked about 20 guest hosts for upcoming programs including Lucie Arnaz, Martin Sheen, Frank Zappa, Malcolm-Jamal Warner (the 16 year-old TV son of Bill Cosby, who FBC claims will be the youngest person to host a talk show on television), Marla Gibbs, Tom Snyder, Martha Quinn and Edwin Newman.

From a ratings perspective, the guest-host format has been slightly less attractive to audiences than Rivers was, averaging a 2.0 rating, compared to the 2.1 the show registered during Rivers' last week with the broadcast. FBC officials say that is a function of Rivers's core audience abandoning the program. The ratings may bottom out at an even lower level, they say, and then begin to build again as viewers attracted to the guest-host format find the show.

Several writers on *The Late Show* have been replaced, and two new producers have been installed, Marla Kell and Dan Weaver. A new talent producer has been added, Ramie Warren, in charge of booking both guests and guest hosts. Weaver was hired by Wendle's predecessor, Jo Ann Goldberg, as a segment producer and was promoted by Wendle to producer. Two other producers remain in place, John Scura and James Grant. Warren and Kell both recently held production posts at *Hour Magazine*. Wendle said no further changes are likely. □

NBC continues summer winning streak

NBC took the off-season prime time week (ended May 31) with a 14.0 rating and a 24.7 share. CBS finished the week two points behind, closing out with a 12.0/21.3. ABC finished the week with a 10.8/19.2. A year ago, the finishing order was NBC 14.5/26, CBS 11.8/22 and ABC 11.7/21.

In the evening news race, NBC took the week with a 10.3/22. ABC narrowly beat out CBS for second place, coming in at 9.7/21 over CBS's 9.5/21. Last year it was CBS 10.9/22, ABC 10.3/21 and NBC 10.1/21.

NBC took four nights, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday. CBS came away with only one night, Sunday.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	23.0/41
2.	Cosby Show	NBC	22.6/43
3.	Cheers	NBC	21.3/36
4.	Growing Pains	ABC	20.7/34
5.	Murder, She Wrote	CBS	19.7/35
6.	Who's the Boss?	ABC	19.0/33
7.	60 Minutes	CBS	18.7/39
8.	Unsolved Mysteries	NBC	18.3/30
9.	Bob Hope's Birthday	NBC	18.0/29
10.	Molly Dodd	NBC	16.6/27
11.	Miss Universe Pageant	CBS	15.6/25
12.	Golden Girls	NBC	15.3/31
13.	Sunday Movie	NBC	15.1/25
14.	20/20	ABC	15.0/25
15.	ABC Theater	ABC	14.7/23
16.	L.A. Law	NBC	14.6/25
16.	Matlock	NBC	14.6/23
18.	NBA Playoff (Thurs)	CBS	14.4/25
19.	Hotel	ABC	14.0/23
20.	Night Court	NBC	13.7/23
21.	Equalizer	CBS	13.4/23
21.	Designing Women	CBS	13.4/21
23.	Sunday Movie	CBS	13.3/22
23.	Miami Vice	NBC	13.3/26
25.	Me & Mrs. C	NBC	13.2/25
26.	Kate & Allie	CBS	13.1/22
27.	Head of the Class	ABC	13.0/23
28.	Newhart	CBS	12.9/20
29.	St. Elsewhere	NBC	12.7/22
29.	227	NBC	12.7/27
31.	Magnum P.I.	CBS	12.6/21
32.	My Sister Sam	CBS	12.5/20
32.	Easy Street	NBC	12.5/20
34.	Facts of Life	NBC	12.2/27
35.	Perfect Stangers	ABC	11.8/22
36.	Incredible Ida Early	NBC	11.6/24
37.	Cagney & Lacey	CBS	11.5/19
37.	Stingray	NBC	11.5/23
39.	Hunter	NBC	11.3/22
40.	Monday Movie	ABC	11.1/18
41.	Mike Hammer	CBS	11.0/20
41.	You are the Jury	NBC	11.0/18
43.	American Film Institute	ABC	10.9/21
44.	Disney's Sport Goofy	NBC	10.8/19
45.	Saturday Movie	CBS	10.5/21
46.	Sunday Night Movie	ABC	10.3/17
47.	Mr. Belvedere	ABC	9.7/19
48.	MacGyver	ABC	9.6/16
49.	Scarecrow and Mrs. King	CBS	9.1/17
50.	Our House	NBC	9.0/16
51.	Webster	ABC	8.8/19
51.	Jack and Mike	ABC	8.8/15
53.	Spenser for Hire	ABC	8.7/17
54.	ABC News Closeup	ABC	8.6/17
55.	Survival—Polar Bear	CBS	8.3/17
56.	Hard Copy	CBS	8.0/16
57.	Disney Sunday Movie	ABC	7.6/15
58.	Starman	ABC	7.2/16
58.	Outlaws	CBS	7.2/16
60.	Ohara	ABC	7.1/14
61.	West 57th	CBS	7.0/12
62.	A Team Special	NBC	6.3/13
63.	Hard Copy	CBS	6.2/12
64.	Our World	ABC	5.6/10

*indicates premiere episode

104.7 mhz; 3 kw; HAAT: 800.9 ft. Action May 19.

■ Houghton, Mich.—Granted app. of Finlaplander Broadcasting for 102.3 mhz; 3 kw; HAAT: 328 ft. Action May 5.

■ Belzoni, Miss.—Returned app. of Larry Rogers Scott for 92.9 mhz; 3 kw; HAAT: 296 ft. Action May 18.

■ Meredith, N.H.—Returned app. of Richard Malette for 101.5 mhz; 3 kw; HAAT: 328 ft. Action May 22.

■ Meredith, N.H.—Returned app. of Winnipesaukee Broadcasting Co. for 101.5 mhz; 2 kw; HAAT: 397.2 ft. Action May 22.

■ Poughkeepsie, N.Y.—Returned app. of Mar-Gra Inc. for 96.1 mhz. Action May 20.

■ Vestal, N.Y.—Returned app. of Vestal Cianciosi Radio Ltd. for 103.3 mhz; 1.28 kw; HAAT: 501.8 ft. Action May 20.

■ Banner Elk, N.C.—Dismissed app. of Foggy Mountain Ltd. for 100.7 mhz; 97 w; HAAT: 1,761 ft. Action May 14.

■ Elk City, Okla.—Granted app. of Franklin Broadcasting for 94.3 mhz; 3 kw; HAAT: 314.5 ft. Action May 5.

■ Nowata, Okla.—Returned app. of Midwest General Partnership for 101.5 mhz; 3 kw; HAAT: 328 ft. Action May 20.

■ Edinboro, Pa.—Returned app. of Northwest Radio Partnership for 97.9 mhz; 3 kw; HAAT: 328 ft.

■ Clifton, Tex.—Returned app. of Spanish Aural Services Co. for 104.3 mhz; 3 kw; HAAT: 328 ft. Action May 19.

■ Churchville, Va.—Returned app. of Ogden Broadcasting of Virginia Inc. for 106.7 mhz; 3 kw; HAAT: 328 ft. Action May 12.

■ Churchville, Va.—Returned app. of Churchville Broadcast Associates for 106.7 mhz; 3 kw; HAAT: 160 ft. Action May 12.

■ Goldendale, Wash.—Granted app. of Ken Braddick for 102.3 mhz; 3 kw; HAAT: 47 ft. Action May 22.

■ Sturtevant, Wis.—Returned app. of R.A.D. Broadcasting Corp. for 104.7 mhz; 1.55 kw; HAAT: 442.1 ft. Action May 13.

TV

■ Sparta, Ill.—Dismissed app. of Rita Wyse for ch. 48; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 1,028 ft. Action May 15.

Facilities Changes

Applications

AM's

Tendered

■ KGRL (940 khz) Bend, Ore.—Seeks CP to change hours of operation to unlimited by adding night service with 10 kw; change TL and make changes in ant. sys. Filed May 29.

■ WNAP (1110 khz) Norristown, Pa.—Seeks CP to increase day power to 4.8 kw and make changes in ant. sys. Filed May 28.

Accepted

■ WOMI (1490 khz) Owensboro, Ky.—Seeks CP to make changes in ant. sys. Filed May 27.

■ KVOO (1170 khz) Tulsa, Okla.—Seeks CP to make changes in ant. sys. Filed May 27.

FM's

Tendered

■ WKES (101.5 mhz) St. Petersburg, Fla.—Seeks CP to change TL; change HAAT to 1,358 ft. and make changes in ant. sys. Filed May 27.

■ KNMC (90.1 mhz) Havre, Mont.—Seeks mod. of CP to change freq. to 91.1 mhz; change TL; change ERP to 92 kw; change HAAT to 1,484.4 ft. and make changes in ant. sys. Filed May 27.

■ WSNC (90.5 mhz) Winston-Salem, N.C.—Seeks CP to change TL; change ERP to 3 kw; change HAAT to 226 ft. and make changes in ant. sys. Filed May 27.

Accepted

■ KCZP (91.9 mhz) Kenai, Alaska—Seeks mod. of CP to change TL; change ERP to 4.9 kw and change HAAT to 72.2 ft. Filed May 28.

■ KLUA (93.5 mhz) Kailua-Kona, Hawaii—Seeks mod. of CP to change TL; change ERP to 3 kw and change HAAT to 2,856.9 ft. Filed May 29.

■ KROI (100.9 mhz) Sparks, Nev.—Seeks CP to change TL; change ERP to 2.9 kw and change HAAT to 203.4 ft. Filed May 27.

■ WRGN (88.1 mhz) Sweet Valley, Pa.—Seeks CP to change HAAT to 302.7 ft. Filed May 28.

TV's

Tendered

■ KMNE-TV (ch. 7) Bassett, Neb.—Seeks CP to change HAAT to 1,487 ft. Filed May 28.

Accepted

■ KLXV-TV (ch. 65) San Jose, Calif.—Seeks MP to change ERP vis. to 3,060 kw, change HAAT to 2,663.4 ft. and make changes in ant. sys. Filed June !.

■ WPCQ-TV (ch. 36) Charlotte, N.C.—Seeks CP to change ERP vis. to 5,000 kw and change HAAT to 1,931.9 ft. Filed June 1.

■ WFMZ (ch. 69) Allentown, Pa.—Seeks CP to change ERP vis. to 2,147.8 kw, aur. 214.8 kw and change HAAT to 1,079.8 ft. Filed May 27.

Actions

AM's

■ WLTG (1430 khz) Panama City, Fla.—Granted app. to make changes in ant. sys. Action May 22.

■ WLVJ (640 khz) Royal Palm Beach, Fla.—Granted app. to operate trans. by remote control. Action May 14.

■ KZIM (960 khz) Cape Girardeau, Mo.—Granted app. to operate trans. by remote control. Action May 14.

■ KENN (1390 khz) Farmington, N.M.—Granted app. to increase night power to 1.3 kw and change TL. Action May 21.

■ KAGI (930 khz) Grants Pass, Ore.—Dismissed app. to reduce night power to 140 w and change TL. Action May 18.

■ WEUC (1429 khz) Ponce, P.R.—Returned app. to change freq. to 650 khz; increase day and night power to 5 kw and make changes in ant. sys. Action May 22.

■ KPXE (1050 khz) Liberty, Tex.—Dismissed app. to change TL and make changes in ant. sys. Action May 22.

FM's

■ KRQQ (93.7 mhz) Tucson—Granted app. to change TL; change ERP to 94 kw and change HAAT to 2,030.3 ft. Action May 19.

■ KSSB (100.9 mhz) Calipatria, Calif.—Returned app. to change TL and change HAAT to 167 ft. Action May 20.

■ KSAY (97.7 mhz) Fort Bragg, Calif.—Returned app. to change TL. Action May 20.

■ KKIQ (101.7 mhz) Livermore, Calif.—Granted app. to change TL and make changes in ant. sys. Action May 26.

■ WIKX (98.3 mhz) Imokalee, Fla.—Granted app. to change ERP to 1 kw and change HAAT to 554.3 ft. Action May 21.

■ WGIG-FM (100.7 mhz) Brunswick, Ga.—Granted app. to change TL; change ERP to 100 kw and change HAAT to 980.7 ft. Action May 26.

■ KMVI-FM (98.3 mhz) Pukalani, Hawaii—Returned app. to change TL and change HAAT to 442 ft. Action May 20.

■ WVJC (89.1 mhz) Mt. Carmel, Ill.—Granted app. to change HAAT to 356.8 ft. and make changes in ant. sys. Action May 19.

■ WEDM (91.1 mhz) Indianapolis—Granted app. to change ERP to 100 kw and make changes in ant. sys. Action May 21.

■ KRZZ-FM (95.9 mhz) Derby, Kan.—Granted app. for mod. of CP to change TL; change ERP to 3 kw and change HAAT to 328 ft. Action May 21.

■ KRRV (100.3 mhz) Alexandria, La.—Granted app. to change TL and change HAAT to 1,347.7 ft. Action May 19.

■ WSCL (89.5 mhz) Salisbury, Md.—Granted app. to change ERP to 27 kw and change HAAT to 593.7 ft. Action May 26.

■ WZXL (100.7 mhz) Wildwood, N.J.—Granted app. to change ERP to 38 kw. Action May 21.

■ WITQ (99.3 mhz) Block Island, R.I.—Returned app. to change TL. Action May 19.

■ WRGZ (92.7 mhz) Harriman, Tenn.—Returned app. to add night service; change ERP to 710 w, and change HAAT to 667 ft. Action May 20.

■ KFAN (101.1 mhz) Fredericksburg, Tex.—Granted app. to change TL; change HAAT to 1,370.7 ft. and make changes in ant. sys. Action May 26.

■ KBRA (95.9 mhz) Freer, Tex.—Returned app. to change ERP to 2 kw; change HAAT to 354 ft. and make changes in ant. sys. Action May 20.

■ KVOQ (98.3 mhz) Lorenzo, Tex.—Returned app. to change freq. to 98.1 mhz; change TL; change ERP to 50 kw and change HAAT to 434.6 ft. Action May 20.

■ WJSY (104.3 mhz) Harrisonburg, Va.—Returned app. to change TL and change HAAT to 492 ft. Action May 19.

■ WAFL-FM (105.7 mhz) Appleton, Wis.—Granted app. to change TL and change HAAT to 1,026.6 ft. Action May 22.

TV's

■ WINK-TV (ch. 11) Fort Myers, Fla.—Granted app. to change HAAT to 1,478 ft.

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

In Contest

Chief ALJ Thomas B. Fitzpatrick made the following decisions

■ Pinetop and Pinetop-Lakeside, Ariz. FM Proceeding (Northern Arizona Radio Ltd. Partner, et al)—Designated ALJ Walter C. Miller to preside. Scheduled prehearing conference for Aug. 17 and hearing for Sept. 28. (By MO&O, May 15).

■ Central Valley, Calif. FM Proceeding (Broadcast West Associates, et al)—Designated ALJ Edward Luton to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 19. (By MO&O, May 19).

■ Mexico Beach, Fla. FM Proceeding (Mexico Beach FM Group Ltd. Partnership and Robert G. Kerrigan—Designated Chief ALJ Thomas B. Fitzpatrick to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 20. (By MO&O, May 19).

■ Brunswick, Ga. TV Proceeding (Ocean Corp., et al)—Designated ALJ Richard L. Sippel to preside. Scheduled prehearing conference for July 22 and hearing for Aug. 21. (By MO&O, May 19).

■ Waterloo, Iowa TV Proceeding (Hawkeye Broadcasting Ltd. Partnership and Waterloo Television)—Designated ALJ Joseph Stirmer to preside. Scheduled prehearing conference for July 21 and hearing for Aug. 20. (By MO&O, May 19).

■ Madisonville, Ky. TV Proceeding (Harry J. Turner, et al)—Designated ALJ Joseph P. Gonzalez to preside. Scheduled prehearing conference for July 23 and hearing for Aug. 24. (By MO&O, May 20).

■ Crisfield, Md. FM Proceeding (Cablevision of Crisfield and Leigh Sandoz Leverrier)—Designated ALJ John M. Frysiak to preside. Scheduled prehearing conference for July

C1750-1
6/18/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

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1987-88 guide to upfront

Vol. 112 No. 24

Broadcasting ◘ Jun 15

License renewal bill nearing critical mass
Uproar over NAB's syndicated exclusivity letter
Upfront advertising market ready to break

ON THE EDGE □ Network television's upfront advertising is poised to break with networks waiting for NBC to take the lead. **PAGE 35.**

WEEK TWO □ Syndicated exclusivity letter written by NAB President Eddie Fritts heats up discussion on issue. **PAGE 37.**

BEST FOOT FORWARD □ Attendees at Broadcast Promotion and Marketing Executives & Broadcast Design Association are reminded how their efforts can help a station's ratings and the bottom line. **PAGE 39.**

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CONSUMER ITEMS □ Stereo TV, video CD's, DAT technology, Super VHS among hot items at Consumer Electronics Show. **PAGE 55.**

NEWS REVIEW □ NBC News reorganizes division, creates task forces to study efficiency. **PAGE 58.**

ENDURANCE TEST □ ABC pulls off four-hour *Nightline* with nary a hitch. **PAGE 58.**

BUSINESS NEWS □ FACS/Ford seminar examines journalistic reporting of economics and business. **PAGE 59.**

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TELETEXT DECISION □ Supreme Court backs ruling that fairness doctrine isn't written into the law. **PAGE 67.**

BROADCAST ORIGINAL □ Leo Rosenberg was in the right place at the right time and went down in history for broadcasting the Harding-Cox election returns. Last week the lifelong broadcaster, promotion and advertising executive was elected into the BPME Hall of Fame. **PAGE 87.**

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Syndication Marketplace

NATPE International has chosen New Orleans for its 1990 and 1991 program conferences. Miami had originally been selected for those dates, but was later canceled unanimously by the NATPE board as a result of Florida's tax on advertising.

King World will cancel *Nightlife starring David Brenner* following the final episode in its 52-week contract with stations, ending in September. *Nightlife* premiered last fall and has averaged ratings of between one and two since then. King World also announced that it is developing a game show strip based on the Parker Bros. board game. "Monopoly," for airing on a network

Columbia/Embassy has began marketing *Who's the Boss* in earnest. following the network affiliate meetings, with presentations to stations in Chicago. Columbia/Embassy Television recently cleared *Who's the Boss* on KTVK(TV) Phoenix for a price sources put at $63,000 per week. C/E's minimum in that market was $37,000.

Multimedia's *Donahue* has moved in Denver from KCNC-TV to KMGH-TV following a dispute between Multimedia and KCNC-TV. Roger Ogden, vice president and general manager of KCNC-TV, said that the move was the result of "contractual issues" associated with the show's renewal. Ogden also said that the station had received a number of complaints regarding the show's "bizarre subjects" since its move from 9 a.m. to 3:30 p.m. in January. KCNC-TV has carried the show for six years. The station will air either *Little House on the Prairie* or *Love Boat* in place of *Donahue* in early fringe. Multimedia's Tom Shannon, vice president and general sales manager, said that when Multimedia was about to renew the show on KCNC-TV, the station added a number of option clauses to which Multimedia could not agree. Shannon said that the program has done well in the market since it began appearing there. "They did not cancel the show. We did not renew it."

MCA TV Enterprises has cleared a half-hour behind-the-scenes look at the making of the Universal picture, "This Time Its Personal: JAWS The Revenge," in about 40% of the country, according to division president Shelly Schwab. Universal will premiere the movie, which stars Michael Caine and Lorraine Gary, on July 17. Stations will air the special between July 13 and 24. It is cleared on a barter basis with four minutes for stations, and three minutes for MCA. The special will also coincide with MCA promotion involving three-page gatefold advertising in *TV Guide*, nationwide contests, and point-of-purchase displays. The special will be produced by George Zaloom, who created behind-the-scenes specials of "Beverly Hills Cop II" and "The Secret of My Success." Schwab said that MCA Inc.'s Universal Pictures and MCA TV do not often tie TV specials to movies, although there have been some exceptions, notably "Jaws III" and "The Best Little Whorehouse in Texas." "Because we do them so infrequently, they do well," he said. Schwab said that he expects *This Time Its Personal: JAWS The Revenge* to clear 80% of the country.

Baruch Television Group will bring back two specials, *Everything You Wanted to Know About Taxes* and *A Very Special Art Story Continues*, next year. *Everything You Wanted to Know About Taxes*, a pre-April 15 special hosted by Jack Klugman and produced by the IRS, appeared on 55 stations and scored a 2.3 national rating. *A Very Special Art Story Continues*, an Easter special hosted by Cliff Robertson and featuring First Lady Nancy Reagan and Pope John Paul II, appeared on 146 stations.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended May 31:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	15.1/212	97
2.	Jeopardy	12.2/208	99
3.	World Wrestling Fed.	9.7*/207	93
4.	People's Court	8.3/192	96
5.	Oprah Winfrey	8.1/167	96
6.	Entertainment Tonight	6.9*/152	93
7.	New Newlywed Game	6.4/185	94
8.	Hollywood Squares	6.1/153	93
9.	Star Search	5.7*/174	93
10.	Wrestling Network	5.3*/176	84
11.	Mama's Family	5.2*/163	90
11.	21 Jump Street	5.2/109	81
13.	Siskel & Ebert & the Movies	5.0*/156	88
14.	Hee Haw	4.8/214	89
14.	Married. . .With Children	4.8/109	81

*includes multiple airings

NBC continues summer streak

NBC took the prime-time week ended June 7 with a 13.8 rating and a 25.9 share. CBS came in with an 11.5/21.3, and ABC with a 10.0/18.5. Last year the finishing order was NBC 13.0/24, CBS 12.6/23 and ABC 11.1/20.

NBC also took the evening news race, staying on top with a 10.5/23, ahead of ABC's 9.2/20 and CBS's 9.1/20. It was ABC's second consecutive second-place finish. Last year the news numbers were NBC 10.4/22, CBS 10.1/22 and ABC 10.0/21.

ABC and CBS took only one night each for the week, Tuesday and Sunday, respectively. NBC took the rest.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	26.3/47
2.	Family Ties	NBC	24.9/44
3.	Cheers	NBC	19.8/35
4.	Growing Pains	ABC	18.4/32
5.	60 Minutes	CBS	18.0/38
6.	Who's the Boss?	ABC	17.3/31
7.	Murder, She Wrote	CBS	17.2/33
7.	Golden Girls	NBC	17.2/36
9.	Molly Dodd	NBC	16.4/28
10.	Moonlighting	ABC	16.3/26
11.	News Special	NBC	15.7/28
12.	Amen	NBC	15.3/31
13.	L.A. Law	NBC	15.2/27
13.	Valerie	NBC	15.2/30
13.	Night Court	NBC	15.2/27
16.	Designing Women	CBS	15.1/25
16.	Monday Night Movies	NBC	15.1/26
18.	Newhart	CBS	14.9/25
19.	Movie of Week, Tues.	NBC	14.8/25
20.	NBA Finals, game 2	CBS	14.6/26
21.	Hunter	NBC	14.2/29
22.	Head of the Class	ABC	14.1/26
22.	Matlock	NBC	14.1/28
22.	Miami Vice	NBC	14.1/28
25.	Kate & Allie	CBS	13.9/26
26.	NBA Finals, game 1	CBS	13.8/23
26.	ALF	NBC	13.8/25
28.	Perfect Stangers	ABC	13.6/26
29.	On the Edge	NBC	13.4/26
30.	Cagney & Lacey	CBS	13.3/24
31.	MacGyver	ABC	13.2/23
31.	Equalizer	CBS	13.2/24
33.	Alex: Life of a Child	ABC	12.9/23
34.	My Sister Sam	CBS	12.6/22
34.	Nothing in Common Special	NBC	12.6/22
36.	Sunday Movie	NBC	12.4/22
37.	Me & Mrs. C	NBC	12.3/27
38.	20/20	ABC	12.1/21
39.	Spenser for Hire	ABC	11.9/20
39.	Tony Awards	CBS	11.9/23
41.	Highway to Heaven	NBC	10.7/20
42.	227	NBC	9.8/23
43.	Disney Sunday Movie	ABC	9.6/19
44.	Mike Hammer	CBS	9.5/18
45.	Stingray	NBC	9.1/20
46.	Shell Game	CBS	8.9/15
47.	Mr. Belvedere	ABC	8.8/18
48.	Monday Night Baseball	ABC	8.4/15
48.	Bugs Bunny Special	CBS	8.4/18
50.	Starman	ABC	8.3/17
51.	Sledge Hammer	ABC	8.1/18
51.	Saturday Movie	CBS	8.1/17
53.	Our House	NBC	8.0/15
54.	Scarecrow and Mrs. King	CBS	7.9/14
55.	Bugs Bunny Bustin' Out	CBS	7.8/17
56.	Hotel	ABC	7.7/14
57.	Heart of the City	ABC	7.5/13
58.	Hard Copy	CBS	7.4/15
59.	Sidekicks	ABC	7.3/16
60.	Dallas	CBS	7.2/14
61.	Webster	ABC	6.8/16
62.	Friday Night Movie	ABC	6.7/13
63.	West 57th	CBS	6.6/12
64.	Our World	ABC	6.5/12
65.	Dads	ABC	6.4/13
66.	Gung Ho	ABC	5.7/12
67.	A Team Special	NBC	5.5/12

*indicates premiere episode

New Stations

Applications

AM's

- Bethel, N.C.—Bethel Radio seeks 660 khz; 10 kw-U. Address: 751 Rockville Pike, Suite 4B, Rockville, Md. 20852. Principal is owned by Peter V. Gureckis. It also owns WBZE(AM) Indian Head, Md., and WDER(AM) Derry, N.H. Filed June 1.

- Cusetta, Ga.—Kenny D. Hopkins seeks 700 khz; 50 kw-D. Address: 352 Hamilton St., Columbus, Ga. 31909. Principal has no other broadcast interests. Filed June 8.

- Claremont, Va.—Ultimate High Fidelity Medium seeks 670 khz; 20 kw-D; 5 kw-N. Address: 1822 Jefferon Place, N.W., Washington 20036. Principal Elizabeth Bilby and her brother, Richard, and Harold K. McCombs. It has no other broadcast interests. Filed June 8.

- Midlothian, Va.—David H. Moran seeks 670 khz; 4 kw-D. Address: 310 Academy St., Salem, Va. 24153. Principal also owns WKBA(AM) Vinton, Va. Filed June 1.

FM's

- Tucson, Ariz.—William A. Sauro seeks 104.1 mhz; 3 kw; HAAT: minus 31.5 ft. Address: 1616 E. Indian School Rd., Suite 445, Phoenix 85016. Principal also owns KUSK(TV) Prescott, Ariz. Filed May 15.

- Gainesville, Mo.—Caney Mountain Communications seeks 99.7 mhz; 50 kw; HAAT: 492 ft. Address: P.O. Box 653, 65655. Principal is owned by Kenneth Burnett and his wife, Dora. It has no other broadcast interests. Filed June 1.

- Macon, Mo.—KLTM Radio Inc. seeks 99.9 mhz; 3 kw; HAAT: 170.5 ft. Address: P.O. Box #188, 63552. Principal is owned by Leland E. Ebert and his family. It also owns colocated KLTI(AM). Filed June 1.

- Brooklyn, Mich.—Richard James Tolly seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 3 North St., Hillsdale, Mich. 49242. Principal has no other broadcast interests. Filed June 1.

- Brooklyn, Mich.—Geological Technology Inc. seeks 105.3 mhz; 3 kw; HAAT: 328 ft. Address: 261 East Chicago St., Jonesville, Mich. 49250. Principal is owned by Frank Molinaro and Robert Dunne, who have no other broadcast interests. Filed June 1.

- Rocky Mount, Va.—WYTI Inc. seeks 99.9 mhz; 3 kw; HAAT: 328 ft. Address: Drawer 430, 24151. Principal is owned by William E. Jefferson, who also owns colocated WTYI(AM). Filed May 29.

New TV

- Tuskegee, Ala.—Tuskegee Television seeks ch. 22; ERP vis. 5,000 kw; HAAT: 1,199.8 ft. Address: 1000 Grimett Dr., Shreveport, La. 71107. Principal is owned by Wesley Godfrey, who has no other broadcast interests. Filed June 6.

- Tuskegee, Ala.—Tuskegee Associates seek ch. 22; ERP vis. 5,000 kw; HAAT: 2,000.8 ft. Address: 1059 Bolton Rd., Columbus, Ga. 31906. Principal is headed by Kathy Anderson. It has no other broadcast interests. Filed June 2.

- El Centro, Calif.—Imperial Valley Broadcasting seeks ch. 7; 316 kw; HAAT: 1,587.5 ft. Address: 149 South Spaulding Dr., Apt. 6, Beverly Hills, Calif. 90212. Principal is owned by Becky Bowie, who has no other broadcast interests. Filed June 2.

- El Centro, Calif.—SICC Holding Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 1,417 ft. Address: Box 419126, Dept. 339, Kansas City, Mo. Principal is owned by Hallmark Cards Inc. Filed June 2.

- El Centro, Calif.—La Paz Wireless Corp. seeks ch. 7; ERP vis. 316 kw; HAAT: 895.4 ft. Address: 232 W. Sixth St., Ontario, Calif. 91762. Principal is nonprofit corp. headed by Armando Novarro. Filed June 2.

- Twentynine Palms, Calif.—Carter Broadcasting Corp. seeks ch. 31, ERP vis. 65 kw; HAAT: minus 522.3 ft. Address: 312 Stuart St., Boston 02116. Principal is owned by Kenneth Carberry. It is Boston-based group of five AM's and one FM. Filed May 28.

- Twentynine Palms, Calif.—Twentynine Palms Broadcasting Corp. seeks ch. 31; ERP vis. 5,000 kw; HAAT: 439.5 ft. Address: 6438 Sunrise Rd., 92277. Principal is owned by Antonie Dindo and three others. It has no other broadcast interests. Filed May 29.

- Longmont, Colo.—Colorado Broadcasters seeks ch. 25; ERP vis. 5,000 kw; HAAT: 1,089 ft. Address: Box 984, Little Rock, Ark. 72203. Principal Jimmy C. Cowsert and George S. Flinn, who have no other broadcast interests. Filed May 29.

- Williamsport, Pa.—MMM&K Inc. seek ch. 53; ERP vis. 5,000 kw; HAAT: 934.8 ft. Address: 520 W. Fourth St., 17701. Principal is headed by Henry W. Mitchell. It has no other broadcast interests. Filed May 26.

- Jackson, Mich.—Jackson TV Co. seeks ch. 18; ERP vis. 67.6 kw; HAAT: 269 ft. Address: 964 9th St., No. 3, Arcata, Calif. 95521. Principal is owned by Lawrence H. Rogow and Donald S. Wilson, who have no other broadcast interests. Filed May 26.

- Bryan, Tex.—Silent Minority Group Inc. seeks ch. 28; ERP vis. 5,000 kw; HAAT: 1,961 ft. Address: Box 3008, 77805. Principal is principally owned by Rodger C. Watkins, who also owns WTAW(FM) College Station, Tex. Filed May 29.

- Martinsburg, W.Va.—Ralph Albertazzie seeks ch. 60; ERP vis. 3,000 kw; HAAT: 974.1 ft. Address: Route 1, Box 242, Hedgeville, W.Va. 25427. Principal has no other broadcast interests. Filed June 2.

Actions

AM's

- Carolina Beach, N.C.—Granted app. of Gulfstream Radio for 1180 khz; 10 kw-D. Action May 27.

- Atlantic Beach, S.C.—Granted app. of Michael B. Glinter for 1190 khz; 690 w-D. Action May 27.

- Timmonsville, S.C.—Granted app. Timmonsville Radio for 1180 khz; 10 kw-D. Action May 27.

FM's

- Phoenix—Returned app. of Sun Health Corp. for 89.5 mhz; 3 kw; HAAT: 335.9 ft. Action May 22.

- San Joaquin, Calif.—Returned app. to San Joaquin Broadcasting for 105.5 mhz; 3 kw; HAAT: 69 ft. Action May 28.

- Enfield, Conn.—Returned app. Recardo and Novia Foy for 97.9 mhz; 3 kw; HAAT: 480.8 ft. Action May 28.

- Salisbury, Conn.—Dismissed app. of Salisbury Broadcasting Corp. for 98.1 mhz; 3 kw; HAAT: 288.6 ft. Action May 21.

- East Jordan, Mich.—Granted app. of Gretchen E. Millich for 100.9 mhz; 3 kw; HAAT: 284 ft. Action June 1.

- Standish, Mich.—Returned app. of Wireless Media for 96.9 mhz; 3 kw; HAAT: 328 ft. Action June 1.

- Great Falls, Mont.—Returned app. of Radioworks Inc. for 107.3 mhz; 100 kw; HAAT: 1,015 ft. Action May 29.

- Wishek, N.D.—Dismissed app. of Mary Verkest for 100.3 mhz; 100 kw; HAAT: 1,000 ft. Action May 29.

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- Lawton, Okla.—Returned app. of Cameron University for 89.9 mhz; 2 kw; HAAT: 462.8 ft. Action May 7.

- Folly Beach, S.C.—Granted app. Charleston County Wireless Co. for 97.7 mhz; 3 kw; HAAT: 328 ft. Action June 3.

TV's

- Elko, Nev.—Dismissed app. of Darryl Madlock for ch. 10; ERP vis. 10 kw, aur. 1 kw; HAAT: 143.7 ft. Action May 28.

- Greenville, Tex.—Dismissed app. of Bill Richard Wright for ch. 47; ERP vis. 413.4 kw, aur. 41.3 kw; HAAT: 1,013.3 ft. Action May 29.

Facilities Changes

Applications

AM's

Tendered

- KPIK (1580 khz) Colorado Springs, Colo.—Seeks CP to increase power to 10 kw; change TL and make changes in ant. sys. Filed June 5.

- WCED (1240 khz) Dubois, Pa.—Seeks mod. of lic. to operate trans. by remote control. Filed June 2.

- WLEE (1480 khz) Richmond, Va.—Seeks MP to reduce hours of operation to day with 5 kw and make changes in ant. sys. Filed June 3.

Accepted

- WSDS (1480 khz) Ypsilanti, Mich.—Seeks amendment to change city of license to Plymouth Township, Mich. Filed June 2.

- KWTO (560 khz) Springfield, Mo.—Seeks CP to reduce night power to 4 kw; change TL and make changes in ant. sys. Filed June 5.

- WSGI (1190 khz) Springfield, Tenn.—Seeks amendment to change freq. to 1100 khz and increase power to 1 kw. Filed June 4.

FM's

Tendered

- KRRR (88.9 mhz) Temecula, Calif.—Seeks CP to change ERP to 3 kw; change HAAT to minus 150.2 ft. and change TL. Filed June 2.

- KATM-FM (100.7 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 13.5 kw and change HAAT to 2,086 ft. Filed June 2.

- New (90.5 mhz) Fairfield, Iowa—Seeks mod. of CP to change TL. Filed June 3.

- KJWR (89.9 mhz) Weir, Kan.—Seeks CP to change ERP to 100 kw; change HAAT to 1,000.4 ft. and change TL. Filed June 2.

- WZVN (107.1 mhz) Lowell, Ind.—Seeks CP to change ERP to 1.29 kw. Filed June 8.

- WBKY (91.3 mhz) Lexington, Ky.—Seeks CP to change ERP to 100 kw; change HAAT to 984 ft. and change TL. Filed June 2.

- WSJL (102.3 mhz) Cape May, N.J.—Seeks CP to change HAAT to 305.4 ft. Filed June 2.

- WFMZ (100.7 mhz) Allentown, Pa.—Seeks CP to change ERP 11.5 kw and change HAAT to 1,047.3 ft. Filed June 3.

- WWIZ (103.9 mhz) Mercer, Pa.—Seeks CP to change community of license to Sharon, Pa. Filed June 8.

- WNBT-FM (104.5 mhz) Wellsboro, Pa.—Seeks CP to change HAAT to 499.9 ft. Filed June 2.

- WAPL-FM (105.7 mhz) Appleton, Wis.—Seeks mod. of CP to change TL and change HAAT to 1,174.2 ft. Filed June 8

Accepted

- KYA (93.3 mhz) San Francisco—Seeks CP to change TL; change ERP to 50 kw and change HAAT to 492 ft. Filed June 2.

- WUGA (91.7 mhz) Athens, Ga.—Seeks mod. of CP to make changes in ant. sys. Filed June 4.

- WTWR (98.3 mhz) Monroe, Mich.—Seeks CP to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Filed June 2.

- KIOS-FM (91.5 mhz) Omaha, Neb.—Seeks CP to

- C1750-1
6/24/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 22

KATZ
COMMUNICATIONS INC

People Make The Difference

Katz. The best.

02

56th Year 1987

Support slipping for comparative renewal

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

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Patrick warns against reregulation... page 27.
Sikes calls for national technology initiative... page 28.
Markey to introduce must-carry sunset repeal... page 29.
Draft of renewal bill to go before NAB board... page 10.
A perspective on the FCC's stand on indecency... page 46.
Coverage from Montreux... page 35; BPME & BDA... page 57.

FULL SLATE □ License renewal reform legislation, syndex, antitrafficking and indecency issues among topics forming core agenda for NAB joint board meeting this week. **PAGE 10.**

MEETING OF MINDS □ Major Washington players involved in creating communications policy debate the role of government regulation at the Broadcasting/Cable Interface seminar. **PAGE 27.**

TECHNICAL FOCUS □ Burgeoning technology the focus of the international television symposium in Montreux. **PAGE 35.**

LAKE WOBEGONE □ Garrison Keillor's *A Prairie Home Companion* bows out. **PAGE 39.**

FOR KIDS' SAKE □ Action for Children's Television seminar focuses on ways to improve children's television. **PAGE 40.**

FOX EXPANSION □ Fox to rollout its *A Current Affair* news magazine feature program to all its owned stations. **PAGE 41.**

AD UPDATE □ McCann-Erickson's Robert Coen provides midyear correction on broadcast advertising. **PAGE 44.**

OFFICIAL SALES □ Camelot Entertainment Sales becomes official barter sales representative for Buena Vista Television. **PAGE 45.**

INDECENCY PERSPECTIVE □ FCC decision broadening indecency standard is having its effect on the marketplace. **PAGE 46.**

IN THREE'S □ FCC takes its lumps before the House Telecommunications Subcommittee, where key members want to reinstitute antitrafficking bill. **PAGE 49.**

OWNERSHIP LOOK □ FCC move to relax duopoly and one-to-a-market rules draws wide range of comments. **PAGE 50.**

HIGHER GROUND □ FCC Mass Media Bureau James McKinney accepts White House communications post. **PAGE 52.**

BEST FOOT FORWARD □ BPME & BDA convention draws over 2,300 to hear better ways to promote and design. **PAGE 57.**

ALL BUSINESS □ Capcities/ABC Radio President James Arcara takes care of business of one of the nation's largest radio station groups and most successful radio network operations. **PAGE 79.**

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p.m.) through Sept. 18, to exhibit pilots not picked up for the new season. The show, which is hosted by Tim Reid and Daphne Maxwell Reid, who star in next season's new CBS comedy, *Frank's Place*, features a call-in segment where viewers are invited to call a 900 number to express approval or disapproval of the pilots shown each week. The premiere episode, a pilot of *The Saint*, a remake of the old NBC series, elicited over 43,500 calls, with over 40,200 calls in support of the show. The Nielsen ratings, however, showed a different outcome, with *The Saint* pilot finishing third in its time period with a 7.4 rating and a 16 share. The network is reticent to say whether strong call-in support for any of the pilots may lead to future series orders. "We're following the viewer response with great interest," said one CBS executive. The results of each poll will be announced on the following week's *Playhouse* episode, through the beginning of the new season.

Fox Stations' WNYW(TV) New York also used a 900-number last week to poll viewer opinion on the guilt or innocence of subway gunman Bernhard Goetz (before the verdict was handed down) for the locally produced *A Current Affair* news magazine. The program, then seen in the New York and Boston markets (but scheduled for rollout in other Fox station markets this week), received a total of more than 35,000 responses from the New York and Boston viewing areas with the overwhelming majority of callers (over 32,000) voting in favor of Goetz's innocence. One day later, he was acquitted on all but one of 13 counts, relatively minor weapons possession charge. ☐

PTL bankruptcy touches 11 TV's

Eleven television stations, which broadcast PTL's hour-long *The PTL Club* each weekday, are among the top 20 unsecured creditors listed in PTL's bankruptcy papers.

PTL filed for protection from creditors and reorganization under chapter 11 of the federal bankruptcy code two weeks ago, claiming assets of $180 million and liabilities of $72 million. At the time of the filing, Jerry Falwell, who has headed the TV ministry since a sex scandal forced out PTL founder Jim Bakker in March, said PTL has 14,000 creditors in all and that it's delinquent on $23 million of the $72 million in debt.

Falwell

PTL buys $15-million worth of time on television stations each year for The PTL Club. Donations generated by the show are the principle source of revenue for the ministry. At one time, PTL claimed 178 affiliates, but, as financial troubles mounted in the wake of the Bakker scandal, the number has steadily declined. At last count, it stood at 160.

PTL has historically been slow to pay its affiliates, but its delinquency has apparently increased since the scandal. Last month, PTL acknowledged that it was $8 million in arrears to the broadcasters.

The 11 stations (and what they are owed): WCCB-TV Charlotte, N.C. ($232,000); WNOL(TV) New Orleans ($163,000); WDCA-TV Washington ($135,000); KHJ-TV Los Angeles ($128,000); WPHL-TV Philadelphia ($127,000); WGPR-TV Detroit ($127,000); WCIX(TV) Miami ($109,000); WUHF(TV) Rochester, N.Y. ($83,000); KMSB-TV Tucson (Nogales), Ariz. ($82,500); WWHT(TV) Newark, N.J. ($78,000), and KMSG-TV Fresno, Calif. ($75,000).

Roy Grutman, attorney for the ministry, told reporters when the bankruptcy filing was made that it was necessitated by "the chaotic mismanagement of the preceding administration.... The records were atrocious. There were no internal checks and balances. There were no internal controls. We found major discrepencies in the ledger in terms of what we had purchased and what showed up here." ☐

CBS, and Celtics, come up short

NBC won the prime time ratings week (ended June 14), according to A.C. Nielsen numbers, as it logged a 13.4 rating and a 25.0 share. CBS pulled in an 11.6/21.4, while ABC closed out the week with a 10.0/18.5. CBS's numbers were bolstered by two NBA championship games between the Los Angeles Lakers and the Boston Celtics. A year ago the finishing order was NBC 12.7/25, ABC 10.4/20 and CBS 9.9/19.

In the evening news race, NBC won the race with a 10.0/21, over ABC's 9.6/20 and CBS's 9.5/20. Last year: CBS 10.3/22, NBC 9.6/21 and ABC 9.4/21.

NBC won five nights, Monday, Tuesday, Thursday, Friday and Saturday. CBS took Sunday and ABC took Wednesday.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	23.4/42
2.	Cosby Show	NBC	22.3/41
3.	Cheers	NBC	19.7/35
4.	Growing Pains	ABC	19.0/32
5.	NBA Finals Game 4	CBS	18.9/31
5.	NBA Finals Game 5	CBS	18.9/33
7.	Murder, She Wrote	CBS	18.7/36
8.	Who's the Boss?	ABC	18.2/32
9.	Tuesday Night Movie	NBC	17.9/29
10.	Golden Girls	NBC	16.9/35
11.	Molly Dodd	NBC	16.5/28
12.	60 Minutes	CBS	16.2/34
13.	Hunter	NBC	15.9/33
14.	Monday Night Movie	NBC	15.7/27
15.	Moonlighting	ABC	15.0/24
16.	Matlock	NBC	14.5/28
17.	Equalizer	CBS	14.4/26
17.	Amen	NBC	14.4/30
17.	L.A. Law	NBC	14.4/24
20.	MacGyver	ABC	13.6/23
21.	Sunday Movie	CBS	13.5/24
21.	Valerie	NBC	13.5/28
23.	Designing Women	CBS	13.3/22
23.	Alf	NBC	13.3/28
25.	Head of the Class	ABC	13.2/24
26.	Sunday Night Movie	ABC	12.8/24
26.	Night Court	NBC	12.8/22
28.	Sunday Night Movie	NBC	12.7/23
29.	Miami Vice	NBC	12.6/24
30.	Newhart	CBS	12.5/21
31.	Cagney & Lacey	CBS	12.4/21
32.	Facts of Life	NBC	12.3/21
33.	Perfect Strangers	ABC	12.0/23
34.	20/20	ABC	11.9/20
35.	Crime Story	NBC	11.0/22
36.	Spenser for Hire	ABC	10.8/18
37.	Me & Mrs. C	NBC	10.7/24
38.	Highway to Heaven	NBC	10.4/19
39.	St. Elsewhere	NBC	10.3/19
40.	Kate & Allie	CBS	10.1/19
41.	227	NBC	9.9/23
42.	Disney Sunday Movie	ABC	9.8/20
42.	Mr. Belvedere	ABC	9.8/20
44.	Hotel	ABC	9.1/16
44.	Friday Night Movie	ABC	9.1/18
44.	My Sister Sam	CBS	9.1/16
47.	Mike Hammer	CBS	8.4/16
48.	Shell Game	CBS	8.3/14
48.	Scarecrow & Mrs. King	CBS	8.3/15
50.	Sledgehammer	ABC	8.1/18
51.	Stingray	NBC	8.0/17
52.	Starman	ABC	7.9/16
52.	Saturday Movie	CBS	7.9/17
54.	Monday Night Baseball	ABC	7.7/14
55.	Summer Playhouse	CBS	7.4/16
55.	Dallas	CBS	7.4/14
57.	Heart of the City	ABC	7.3/13
57.	Sidekicks	ABC	7.3/16
57.	Hard Copy	CBS	7.3/14
60.	Our House	NBC	6.7/13
61.	A Team Special	NBC	6.4/13
62.	Webster	ABC	6.2/14
63.	Our World	ABC	5.8/11
64.	West 57th	CBS	5.6/11
65.	Dads	ABC	5.3/11
66.	Gung Ho	ABC	4.4/9
67.	Wizard	CBS	4.3/9

*indicates premiere episode

ing Corp., New York-based group of five AM's and five FM's owned by Carter Burden, Ed Rogoff and Robert P. Connor. Action April 30.

■ WCER(AM) Huntington, Kan. (CP)—Granted assignment of license from Group G Broadcasting Inc. to Roland O. Rusticus for $209,000. Seller is owned by Robert A. Sherman and has no other broadcast interests. Buyer has no other broadcast interests. Action June 5.

■ WRVK(AM) Mount Vernon, Ky. (1460 khz; 500 w-D)—Granted assignment of license from Cochran-Smith Broadcasting Inc. to Gosser-White Broadcasters Inc. for $176,675.22. Seller is principally owned by J. Hal Smith. It has no other broadcast interests. Buyer is owned by Howard Gosser and Ray B. White. Gosser is station's general manager. Action June 3.

■ WVUE(TV) New Orleans (ch. 8; ERP vis. 316 kw; aur. 31.6 kw; HAAT: 990 ft.)—Granted assignment of license from Gaylord Broadcasting Co. to Burnham Broadcasting Co. for $60 million. Seller is Oklahoma City-based group of two AM's, one FM and seven TV's, owned by Edward L. Gaylord, chairman. Buyer is Chicago-based group of five TV's owned by Peter Desnoes and five others. Action June 8.

■ WOOD-AM-FM Grand Rapids, Mich. (AM: 1300 khz; 5 kw; FM: 105.7 mhz; 265 kw; HAAT: 810 ft.)—Granted assignment of license from Grace Broadcasting to Ralph Guild Broadcasting for $18,250,000. Seller has no other broadcast interests. Buyer is owned by Ralph Guild, chairman of Interep, New York-based station representative. Guild also owns KFRE-AM-FM Fresno, Calif. Action June 5.

■ WMYF(AM)-WERZ(FM) Exeter, N.H. (1540 khz; 5 kw-D; FM: 107.1 mhz; 3 kw; HAAT: 300 ft.)—Granted assignment of license from Porter Communications Inc. to Precision Media Corp. for $5.2 million. Seller is owned by Winslow T. Porter, who also owns WWGT-AM-FM Portland, Me. Buyer is owned by Donald F. Law, president. It also owns WKSS(FM) Hartford-Meridian, Conn. Action June 5.

■ WREY(AM)-WMVB(FM) Millville, N.J. (AM: 1440 khz; 1 kw-D; FM: 97.3 mhz; 50 kw; HAAT: 275 ft.)—Granted transfer of control of Wintersun Communications Inc. from Robert A. Klein to Brian E. Beasley for $450,000. Seller is 51% owner with no other broadcast interests. Buyer is son of George Beasley, who owns remaining 49%. Beasley owns Beasley Broadcasting Co., Goldsboro, N.C.-based group of seven AM's and 12 FM's. Action June 5.

■ WECQ-FM Geneva, N.Y.; WJOZ(AM) Troy, and WKAD(FM) Canton, both Pennsylvania, and WGAB(AM) West Hartford and WLIS(AM) Old Saybrook, both Connecticut. (WECQ: 101.7 mhz: 3 kw; HAAT: 125 ft.; WJOZ: 1310 khz; 500 w-D; WKAD: 100.1 mhz; 500 w; HAAT: 652 ft.; WGAB: 1550 khz; 5 kw-d; 2.5 kw-N; WLIS: 1420 khz; 5 kw-D; 500 w-N)—Granted transfer of control of 50% of Vanguard Communications from Leonard I. Ackerman to Leonard A. Marcus, for $200,000. Seller has no other broadcast interests. Buyer has no other broadcast interests. Action June 4.

■ WRSJ(AM) Bayamon, P.R. (1560 khz; 5 kw-D; 250 w-N)—Granted assignment of license from P.H. Broadcasting Corp. to A.B.G. Realty and Investment Corp. for $622,000. Seller is owned by Paul Hernandez, who has no other broadcast interests. Buyer is owned by Andres Gomez, Vazquez, and family. Gomez is Toyota representative based in San Juan. Action June 9.

■ KLZK(FM) Farwell, Tex. (98.3 mhz; 3 kw; HAAT: 190 ft.)—Granted assignment of license from Alton Finley to Dominion Communications Inc. for $5,000. Seller has interest in WMRB(AM) Greenville and WGCJ-FM Parris Island, both South Carolina. Buyer is equally owned by Finley, Peter Winslow and Nanette Markunas. Action June 1.

■ KEEE(AM)-KJCS(FM) Nacogdoches, Tex. (1230 khz; 1 kw-U; FM: 103.3 mhz; 100 kw; HAAT: 500 ft.)—Granted assignment of license from R&H Broadcasting Inc. to Multicom Broadcasting Inc. for $1,948,000. Seller is owned by Jimmy Rucker and Robert Hill, who have no other broadcast interests. Buyer is owned by Carolyn G. Vance, her son, William, and Ben D. Downs. It also owns KTAM(AM)-KORA(FM) Bryan, Tex. Action June 4.

■ WACO(AM)-KHOO(FM) Waco, Tex. (AM: 1460 khz; 1 kw-U; FM: 99.9 mhz; 100 kw; HAAT: 452 ft.)—Granted assignment of license from Waco Radio Inc. to Sage Waco Inc. for $600,000. Seller is owned by Harris Enterprises and Robert Weathers. Harris owns WJOL(AM)-WLLI(FM) Joliet, Ill.; KTOP(AM)-KDVV(FM) Topeka, and KIUL(AM)-KWKR(FM) Garden City, both Kansas; KGRI-AM-FM Grand Island, Neb., and KBUR(AM)-KGRS(FM) Burlington, Iowa. Weathers has no other broadcast interests. Buyer is subsidiary of Sage Communications, principally owned by Leonard I. Fassler and Gerald A. Poch. Based in Stamford, Conn., it owns seven AM's and seven FM's. Action June 4.

■ WFAD(AM)-WCVM(FM) Middlebury, Vt. (AM: 1490 khz; 1 kw-D; 250 w-N)—Granted assignment of license from Addison Co. to Straus Communications for $1,125,000. Seller is owned by Mark Brady and his wife, Mary, who have no other broadcast interests. Buyer is owned by WELV-AM-FM Ellenville, N.Y., and WFTR-AM-FM Front Royal, Va., and has interest in four weekly newspapers in New York and New Jersey. Action June 3.

New Stations

Applications

FM's

■ Tupelo, Miss.—National Federation for Decency seeks 88.3 mhz; 50 kw; HAAT: 328 ft. Address: 107 Parkgate, 38803. Principal is nonprofit corp. headed by Donald E. Wildmon. Filed May 22.

■ Rochester, N.Y.—Community Broadcasting Foundation Inc. seeks 88.9 mhz; 2 kw; HAAT: 199.8 ft. Address: 108 E. Gray St., Elmira, N.Y. 14901. Principal is nonprofit corp. headed by Thomas A. Haight. Filed May 26.

■ Spencer, N.Y.—Family Life Ministries Radio Inc. seeks 88.5 mhz; 7 kw; HAAT: 498.6 ft. Address: 7634 Campbell Rd., Bath, Me. 14810. Principal is nonprofit corporation headed by Richard M. Snavely. Filed June 2.

■ West Point, Neb.—Kelly Communications Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 84, 68788. Principal is owned by Sharon J. Kelly. It also owns co-located WWPN(AM). Filed June 4.

■ Delaware, Ohio—Radio Delaware Inc. seeks 107.9 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 448, 43015. Principal is owned by Jim Shaheen and family. It also owns co-located WDLR(AM). Filed June 4.

Actions

FM's

■ El Dorado, Ark.—Granted app. of Board of Supervisors of Louisiana State University for 90.9 mhz; 3 kw; HAAT: 487.8 ft. Action Jan. 7.

■ Rancho Mirage, Calif.—Returned app. of Milt Klein for 99.5 mhz; ERP 870 w; HAAT: 610 ft. Action June 8.

■ Goodsprings, Nev.—Returned app. of Kyran Holmes for 105.1 mhz; 390 w; HAAT: 3,588.3 ft. Action June 9.

■ Fargo, N.D.—Dismissed app. of Q Prime Inc. for 107.9 mhz; 100 kw; HAAT: 1,968 ft. Action May 27.

■ Columbus, Ohio—Returned app. of Columbus Radio Ltd. for 107.5 mhz; 1.45 kw; HAAT: 478.9 ft. Action June 5.

■ Mount Jackson, Va.—Granted app. of Shenandoah County Broadcasting Corp. for 96.9 mhz; 3 kw; HAAT: 28.7 ft. Action June 5.

TV's

■ Ventura, Calif.—Granted app. of Costa De Oro Television Inc. for ch. 41; ERP vis. 5,000 kw; aur. 1,000 kw; HAAT: 911.3 ft. Action Nov. 26, 1986.

■ San German, P.R.—Dismissed app. of Freddie Gautier Broadcasting Co. for ch. 42; ERP vis. 1,000 kw, aur. 100 kw; HAAT: 265 ft. Action June 9.

■ Eugene, Ore.—Granted app. of Telecasters of Eugene Inc. for ch. 34; ERP vis. 4,441 kw, aur. 444 kw; HAAT: 1,049.9 ft. Action June 4

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

AM's

Tendered

■ WASG (1140 khz) Atmore, Ala.—Seeks MP to increase day power to 3.9 kw. Filed June 12.

■ KNWZ (1270 khz) Palm Desert, Calif.—Seeks CP to change city of license to Thousand Palms, Calif.; increase day power to 4 kw; change hours of operation to unlimited by adding night service with 590 w and make changes in ant. sys. Filed June 16.

Accepted

■ KGER (1390 khz) Long Beach, Calif.—Seeks CP to make changes in ant. sys. Filed June 11.

■ WVOG (600 khz) New Orleans—Seeks CP to change TL. Filed June 10.

■ WARV (1590 khz) Warwick, R.I.—Seeks MP to make changes in ant. sys. Filed June 10.

FM's

Tendered

■ KCEZ (95.3 mhz) Camden, Ark.—Seeks mod. of CP to change TL; change ERP 1.608 kw and change HAAT to 449.4 ft. Filed June 15.

■ KURA (104.9 mhz) Ouray, Colo.—Seeks mod. of CP to change TL and change HAAT to 6.6 ft. Filed June 15.

■ WJNF (91.1 mhz) Marianna, Fla.—Seeks CP to change HAAT to 154.2 ft. Filed June 12.

■ WIUM (91.3 mhz) Macomb, Ill.—Seeks CP to change ERP to 50 and make changes in ant. sys. Filed June 16.

■ WMPG (90.9 mhz) Gorham, Me.—Seeks CP to change ERP to 1 kw; change HAAT to 231.2 ft. and make changes in ant. sys. Filed June 16.

■ KRNY (102.3 mhz) Kearney, Neb.—Seeks mod. of CP to change TL. Filed June 16.

■ WXPN (86.9 mhz) Philadelphia—Seeks CP to change freq. to 88.5 mhz; change ERP to 3.1 kw; change HAAT to 2,122.4 ft. and make changes in ant. sys. Filed June 16.

■ WOTB (100.3 mhz) Middletown, R.I.—Seeks mod. of CP to change TL and change HAAT to 314.9 ft. Filed June 16.

Accepted

■ KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to change TL and change HAAT to 1,646.6 ft. Filed June 12.

■ KDAR (98.3 mhz) Oxnard, Calif.—Seeks CP to change TL; change HAAT to 230 ft. Filed June 10.

■ WGWD (100.7 mhz) Gretna, Fla.—Seeks mod. of CP to change TL. Filed June 12.

■ WKNE-FM (103.7 mhz) Keene, N.H.—Seeks mod. of CP to change TL; change ERP to 32.5 kw and change HAAT to 609.8 ft. Filed June 10.

TV's

Accepted

■ KZRQ (ch. 25) Pine Bluff, Ark.—Seeks MP to change HAAT to 1,031 ft.; change ERP to 5,000 kw vis. and change HAAT to 595.6 ft. Filed June 10.

■ WNOD (ch. 26) Jamestown, N.Y.—Seeks MP to change

NOTE

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Dramatic turnabout on fairness

Vol. 112 No. 26

Broadcasting ⁄⁄ Jun 29

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CARRY ON □ Representative Edward Markey (D-Mass.) introduces bill that would repeal sunset portion of must carry rules. **PAGE 45.**

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CBS up, NBC and ABC down in May sweeps

NBC is off 4%, CBS up 8% and ABC down 19%, according to Arbitron

Household delivery in prime time by affiliates to the three major networks was down 4% in the Nielsen May sweep, averaging a combined 36,146,000 homes, and down 5.4% in the Arbitron May sweep, averaging a combined 33,943,000 homes. That's according to a preliminary analysis of the May sweep ratings by NBC.

In the Arbitron sweep, as in Nielsen, NBC affiliates were first, although their combined average household delivery was off 4% to 12,566,000 homes in prime time, according to the NBC analysis. CBS recaptured second place in homes delivered in the Arbitron with an average 11,674,000, up 8%. ABC affiliates fell 19% in homes delivered, with a combined average of 9,703,000 households.

The following is a market-by-market presentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Boldface numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

	1987 TSA households (000)		
ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	13	15	**22**
Albany, Ga. (153)	3	—	**55**
Albany-Schenectady-Troy, N.Y. (51)	56	73	**79**
Albuquerque, N.M. (65)	49	42	**63**
Alexandria, La. (161)	5	—	**36**
Alexandria, Minn. (183)	—	**29**	—
Alpena, Mich. (212)	—	6	—
Amarillo, Tex. (117)	**28**	24	26
Ardmore-Ada, Okla. (174)	12	**16**	12
Atlanta (12)	140	170	**180**
Augusta, Ga. (99)	**39**	37	25
Austin, Tex. (72)	35	**52**	36
Bakersfield, Calif. (148)	19	20	**22**
Baltimore (21)	128	133	**143**
Bangor, Me. (154)	12	**21**	**21**
Baton Rouge (91)	49	**58**	40
Beaumont-Port Arthur, Tex. (122)	27	37	**38**
Bend, Ore. (208)	—	**3**	**3**
Billings-Hardin, Mont. (163)	11	**14**	8
Biloxi-Gulfport-Pascagoula, Miss. (179)	**23**	—	—
Binghamton, N.Y. (132)	9	**42**	19
Birmingham (Anniston), Ala. (43)	73	51	**106**
Bluefield-Beckley-Oak Hill, W.Va. (143)	17	—	**24**
Boise, Idaho (138)	16	18	**24**
Boston (6)	228	240	**298**
Bowling Green, Ky. (197)	**16**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	14	37	**62**
Buffalo, N.Y. (36)	77	82	**104**
Burlington, Vt.-Plattsburgh, N.Y. (93)	9	**39**	34
Butte, Mont. (188)	6	**9**	7
Casper-Riverton, Wyo. (184)	3	5	**9**
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	33	37	**54**
Charleston, S.C. (109)	26	40	**42**
Charleston-Huntington, W.Va. (47)	54	69	**105**
Charlotte, N.C. (32)	72	**117**	53
Charlottesville, Va. (196)	—	—	**9**
Chattanooga (80)	37	39	**53**
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	**10**	4
Chicago (3)	407	320	**415**
Chico-Redding, Calif. (141)	**21**	19	10
Cincinnati (28)	70	89	**105**
Clarksburg-Weston, W.Va. (166)	—	**21**	20
Cleveland (11)	201	190	**202**
Colorado Springs-Pueblo (100)	26	**33**	**33**
Columbia, S.C. (88)	26	34	**76**
Columbia-Jefferson City, Mo. (142)	11	**23**	**23**
Columbus, Ga. (121)	34	**36**	16
Columbus, Ohio (34)	73	100	**117**
Columbus-Tupelo, Miss. (135)	6	27	**44**
Corpus Christi, Tex. (119)	24	21	**25**
Dallas-Fort Worth (8)	183	**226**	191
Davenport, Iowa-Rock Island-Moline, Ill. (74)	34	41	**58**
Dayton, Ohio (48)	53	**86**	64
Denver (19)	116	118	**132**
Des Moines (66)	35	53	**54**
Detroit (7)	221	205	**285**
Dothan, Ala. (160)	7	**37**	—
Duluth, Minn.-Superior, Wis. (120)	24	23	**26**
El Centro, Calif.-Yuma, Ariz. (182)	—	3	**8**
El Paso (105)	28	27	**39**
Elmira, N.Y. (165)	10	—	**15**
Erie, Pa. (137)	17	17	**37**
Eugene, Ore. (133)	23	**29**	15
Eureka, Calif. (187)	—	**7**	**7**
Evansville, Ind. (90)	**35**	33	**35**
Fargo, N.D. (104)	22	27	**29**
Farmington, N.M. (201)	—	—	**6**
Flagstaff, Ariz. (206)	—	—	**5**
Flint-Saginaw-Bay City, Mich. (56)	64	35	**81**
Florence, S.C. (144)	19	**51**	—
Fort Myers-Naples, Fla. (101)	16	**39**	36
Fort Smith, Ark. (147)	16	**27**	14
Fort Wayne, Ind. (97)	31	**35**	30
Fresno-Visalia, Calif. (63)	46	45	**52**
Gainesville, Fla. (169)	**19**	—	—
Glendive, Mont. (213)	—	**1**	**1**
Grand Junction-Durango, Colo. (175)	6	**12**	9
Grand Rapids-Kalamazoo, Mich. (40)	63	68	**84**
Great Falls, Mont. (178)	8	**10**	4
Green Bay-Appleton, Wis. (68)	45	48	**59**
Greensboro-Winston Salem-High Point, N.C. (50)	60	**88**	80
Greenville-New Bern-Washington, N.C. (96)	23	39	**51**
Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	65	89	**117**
Greenwood-Greenville, Miss. (168)	**19**	11	—
Hagerstown, Md. (194)	—	—	**13**
Harrisburg-York-Lancaster-Lebanon, Pa. (45)	43	63	**103**
Harrisonburg, Va. (200)	**14**	—	—
Hartford-New Haven, Conn. (23)	95	**145**	79
Helena, Mont. (210)	—	—	**4**
Houston (10)	**204**	164	184
Huntsville-Decatur-Florence, Ala. (89)	32	41	**42**
Idaho Falls-Pocatello (159)	8	**15**	14
Indianapolis (24)	93	112	**136**
Jackson, Miss. (85)	23	53	**61**
Jackson, Tenn. (191)	**23**	—	—
Jacksonville, Fla. (57)	33	**75**	52
Johnstown-Altoona, Pa. (86)	—	52	**67**
Jonesboro, Ark. (176)	**20**	—	—
Joplin, Mo.-Pittsburg, Kan. (118)	21	**28**	24
Kansas City, Mo. (29)	74	**104**	101
Knoxville, Tenn. (61)	47	**75**	43
La Crosse-Eau Claire, Wis. (136)	14	25	**31**
Lafayette, Ind. (192)	—	**9**	—
Lafayette, La. (112)	34	**50**	—
Lake Charles, La. (172)	—	—	**35**
Lansing, Mich. (102)	—	**46**	36
Laredo, Tex. (199)	3	3	**4**
Las Vegas (94)	23	32	**39**

ADI (rank)	1987 TSA households (000) ABC	CBS	NBC
Laurel-Hattiesburg, Miss. (162)	—	3	**27**
Lexington, Ky. (73)	32	**53**	47
Lima, Ohio (195)	—	—	**14**
Lincoln-Hastings-Kearney, Neb. (92)	17	**41**	11
Little Rock, Ark. (53)	54	63	**69**
Los Angeles (2)	473	433	**539**
Louisville, Ky. (49)	47	83	**92**
Lubbock, Tex. (150)	13	**22**	20
Macon, Ga. (131)	14	**33**	16
Madison, Wis. (107)	26	**37**	34
Mankato, Minn. (209)	—	**12**	—
Marquette, Mich. (185)	—	**18**	—
McAllen-Brownsville, Tex. (116)	22	**23**	19
Medford, Ore. (155)	10	16	**27**
Memphis (39)	53	93	**113**
Meridian, Miss. (177)	**16**	9	7
Miami (14)	138	167	**168**
Milwaukee (30)	77	94	**113**
Minneapolis-St. Paul (15)	118	**158**	139
Minot-Bismarck-Dickinson, N.D. (146)	5	19	**26**
Missoula-Butte, Mont. (173)	10	9	**12**
Mobile, Ala.-Pensacola, Fla. (55)	42	**83**	72
Monroe, La.-El Dorado, Ark. (115)	11	**49**	22
Montgomery-Selma, Ala. (108)	12	30	**59**
Nashville (31)	67	**126**	123
New Orleans (33)	71	**122**	107
New York (1)	760	804	**906**
Norfolk-Portsmouth-Newport News, Va. (46)	56	68	**81**
North Platte, Neb. (211)	—	—	**5**
Odessa-Midland, Tex. (140)	20	**26**	22
Oklahoma City (37)	58	**95**	83
Omaha (69)	46	45	**54**
Orlando-Daytona Beach-Melbourne, Fla. (27)	99	110	**231**
Ottumwa, Iowa-Kirksville, Mo. (204)	**13**	—	—
Paducah, Ky.-Cape Girardeau, Mo. (77)	24	**56**	52
Palm Springs, Calif. (181)	6	—	**7**
Panama City, Fla. (171)	14	—	**23**
Parkersburg, W.Va. (198)	—	—	**9**
Peoria, Ill. (103)	22	27	**33**
Philadelphia (4)	374	333	**389**
Phoenix (22)	92	**129**	116
Pittsburgh (13)	168	**199**	154
Portland, Ore. (26)	82	100	**105**
Portland-Poland Spring, Me. (79)	45	33	**52**
Presque Isle, Me. (205)	—	**6**	—
Providence, R.I.-New Bedford, Mass. (42)	66	63	**102**
Quincy, Ill.-Hannibal, Mo. (151)	—	**23**	22
Raleigh-Durham, N.C. (35)	76	**96**	46
Rapid City, S.D. (167)	**17**	—	12
Reno (124)	20	19	**21**
Richmond, Va. (60)	48	**67**	59
Roanoke-Lynchburg, Va. (71)	27	**63**	52
Rochester-Austin, Minn.-Mason City, Iowa (149)	17	17	**21**
Rochester, N.Y. (70)	42	50	**55**
Rockford, Ill. (114)	24	26	**28**
Roswell, N.M. (180)	—	**14**	—
Sacramento-Stockton, Calif. (20)	104	107	**143**
St. Joseph, Mo. (189)	**12**	—	—
St. Louis (18)	107	151	**176**
Salinas-Monterey-San Jose, Calif. (111)	33	19	**36**
Salisbury, Md. (164)	11	**24**	22
Salt Lake City (41)	68	68	**79**
San Angelo, Tex. (190)	—	**10**	—
San Antonio, Tex. (44)	57	**79**	75
San Diego (25)	78	**90**	89
San Francisco (5)	224	227	**269**
Santa Barbara-Santa Maria, Calif. (113)	19	**20**	19
Sarasota, Fla. (156)	**13**	—	—
Savannah, Ga. (110)	17	**43**	35
Seattle-Tacoma (16)	119	131	**157**
Shreveport, La.-Texarkana, Tex. (62)	57	**76**	60
Sioux City, Iowa (123)	20	10	**29**
Sioux Falls-Mitchell, S.D. (98)	25	**46**	19
South Bend-Elkhart, Ind. (84)	29	49	**56**
Spokane, Wash. (78)	37	40	**48**
Springfield, Mass. (106)	27	—	**44**
Springfield, Mo. (83)	14	44	**49**
Springfield-Decatur-Champaign, Ill. (76)	36	**51**	50
Syracuse, N.Y. (67)	46	59	**65**
Tallahassee, Fla.-Thomasville, Ga. (129)	9	**40**	10
Tampa-St.Petersburg (17)	133	**184**	176
Terre Haute, Ind. (127)	8	31	**36**
Toledo, Ohio (64)	45	65	**78**
Topeka, Kan. (144)	9	**27**	19
Traverse City-Cadillac, Mich. (139)	13	**39**	31
Tucson, Ariz. (81)	35	35	**43**
Tulsa, Okla. (52)	65	65	**67**
Tuscaloosa, Ala. (186)	—	**8**	—
Twin Falls, Idaho (203)	—	**8**	—
Tyler-Longview, Tex. (125)	**37**	8	4
Utica, N.Y. (158)	12	—	**24**
Victoria, Tex. (207)	3	—	**7**
Waco-Temple, Tex. (95)	12	**41**	29
Washington (9)	165	**188**	183
Watertown-Carthage, N.Y. (170)	—	**16**	—
Wausau-Rhinelander, Wis. (130)	25	**29**	11
West Palm Beach-Ft. Pierce-Vero Beach, Fla. (54)	41	32	**72**
Wheeling, W.Va.-Steubenville, Ohio (134)	—	**41**	36
Wichita-Hutchinson, Kan. (58)	35	**65**	49
Wichita Falls, Tex.-Lawton, Okla. (126)	16	20	**22**
Wilkes Barre-Scranton, Pa. (59)	65	52	**75**
Wilmington, N.C. (152)	21	7	**52**
Yakima, Wash. (128)	16	**23**	19
Youngstown, Ohio (87)	30	50	**52**
Zanesville, Ohio (202)	—	—	**10**

Lines blur between hype and distortion in local sweeps

WCCO-TV Minneapolis suit charging KARE(TV) with distorting ratings by sending survey to viewers asking them to watch and comment on KARE news during sweeps bespeaks problems in other markets

As the television networks and other national progamers are confronting the disruptive transition to the people meter, local TV stations are facing a different audience measurement trauma—one that has called into question the integrity of station operators as well as the rating services supplied by Nielsen and Arbitron.

Some broadcasters say that the number of stations around the country attempting to distort ratings in the sweeps has increased dramatically, as a result of Arbitron and Nielsen policies they see as nothing more than a slap on the wrist—a footnote on the offending behavior in the applicable rating book. Some believe that such soft-hearted sanctions from the rating services may lead in the coming months to an epidemic of attempted ratings manipulation that could for all practical purposes render the current audience measurement system meaningless.

"What's at stake here is the total reliability of the rating services," said Paul Raymon, vice president and general manager of WAGA-TV Atlanta. The Atlanta market was one of three markets where the local May books were footnoted by both Arbitron and Nielsen for alleged "research projects" conducted on behalf of one station in each of the three markets by the Minneapolis-based Atkinson Research. Competing stations in those markets, which also included Minneapolis and Orlando, Fla., charged that the Atkinson surveys amounted to gross distortions of the sweeps period ratings and called upon Arbitron and Nielsen to delist the offending stations.

In one of the markets involved, Minneapolis, Midwest Communications, parent company of WCCO-TV there, has filed an unprecedented lawsuit against Gannett Co.'s KARE(TV), charging the latter with gaining an illegal and unfair competitive advantage in the market for both viewers and advertising sales by commissioning the Atkinson research survey ("In Brief," June 22). The survey, mailed out at the end of April, just as the sweeps started, included a three-page questionnaire and cover letter purporting to solicit viewer information about local news viewership. The cover letter, signed by company President Ronald P. Atkinson, said the survey was trying to determine, on behalf of

KARE (ch. 11), "what viewers want" in news stories. "I would like you to watch channel 11 as often as possible for the next seven days, then tell us your reactions to what you saw. Try to watch at 10 p.m. especially."

In its court papers, WCCO-TV's Midwest says that KARE's 10 p.m. news ratings increased by 30% in the market and that the station climbed to second place in the time period, displacing KSTP-TV. WCCO-TV remained in first place. Midwest charged that the Atkinson survey was a manipulative ploy that illegally interfered with WCCO-TV's contractual relationships with advertisers in the market, and that damages in excess of $50,000, perhaps much more, will be incurred. (Minnesota's so-called "Hollywood statute" prohibits plaintiffs from citing a damage figure of more than $50,000, designed to curb headlines reporting multimillion dollar lawsuits. Midwest called on the court to issue a permanent injunction against rating-distorting ploys by the station, and Atkinson, in the future.

According to Jim Rupp, Midwest president and chief executive officer, and others, the Minneapolis case, and other cases, such as that involving KABC-TV Los Angeles, where the station did a heavily promoted eight-part special report in the May sweeps on Nielsen families, are signs the worst is yet to come. Rupp cited KABC-TV general manager John Severino's justification for the piece that while it probably manipulated the viewing of Nielsen families in Los Angeles, "there is nothing in the Nielsen policy that says you cannot do that." It's that kind of mentality, coupled with a lack of harsh penalties for blatant violations, that leads Rupp to believe that "before you know it, you'll have 20 markets," in a given sweeps period where ratings distortion occurs. "Within a year, maybe you'll have hundreds of stations doing it."

WAGA-TV's Raymon agrees. When he found out about the survey that Atkinson did for the Gannett station in Atlanta, WXIA-TV, which was similar to the one done in Minneapolis, he urged both Arbitron and Nielsen to delete WXIA-TV's ratings from the May book for distortion tactics. Both declined to do so, citing policies that call for such action only if there is proof that an attempt was made to manipulate the viewing of diary keepers or persons in metered households. In both the Minneapolis and Atlanta surveys, it is believed that Atkinson sent out perhaps tens of thousands of questionnaires. Rupp said between 20 and 30 employes at his station alone received a copy in Minneapolis, while Raymon reported almost as many staffers at his Atlanta station receiving the survey.

If something isn't done to prevent such manipulation in the future, said Raymon, "I would have to believe we are going to see a lot more of this, if for no other reason than self defense. The ratings will no longer reflect which station has the best programing, but rather which station comes up with the best effort to manipulate."

Despite the complaining from stations that feel they were wronged, there is a flip side to the issue that complicates matters. Promotional efforts customarily intensify during sweep periods, and, promotional contests to enhance sweeps viewership are often tacitly accepted by the broadcast community as a part of doing business. For example, during the same sweep period for which WCCO-TV is suing KARE for distortion, a footnote appearing in the Minneapolis book indicates that WCCO-TV staged a contest of its own. It was called the "Jeopardy Minnesota Trivia Contest," which the station ran from May 4 to May 20 during its *Jeopardy* telecast from 4 to 4:30 p.m.

While such contests violate the spirit of guidelines of both Arbitron and Nielsen, broadcasters accept them as part of the promotion game. Station people refer to it as "hypoing" the ratings. "Hypoing is hypoing and there is a certain tolerance for it," said Nolan Quam, general manager of WESH-TV Orlando, Fla. One example, he submitted, was a contest his station ran last November, with a free trip as a prize, when the syndicated version of *Magnum P.I* premiered on the station. The contest was footnoted in both the Nielsen and Arbitron November books. Thus, the difference between hypoing and distortion appears to be one of degree. "Exactly," stated Quam. For the past four sweep periods, he said, a competitor in the market, WCPX-TV, has overstepped the boundary from hype to distortion with its own Atkinson surveys, similar to those the company did in Atlanta and Minneapolis.

Quam challenged the "integrity" of the station, and has not ruled out legal action. He has also asked the rating services, so far unsuccessfully, to impose harsher sanctions for what he says are violations of rating manipulation. "If they don't get this thing nipped in the bud, its going to spread like wildfire," he said.

A number of observers suggested last week that the two rating services may be reluctant to revise their policies, for fear of annoying clients and perhaps encouraging a flurry of law suits around the country. KABC-TV, for example, has sued Nielsen for delisting the ratings in Los Angeles for the 11-to-

NBC wins prime time; CBS's news slump continues

NBC continues to win the off-season prime time race, taking the week ended June 21, according to the Nielsen numbers, with a 13.5 rating and a 25.5 share. CBS's prime time average was a 10.1/19.3, while ABC pulled in a 9.9/18.9. A year ago NBC won with a 12.7/24. ABC had an 11.1/21 and CBS a 10.5/20.

In the evening news race, it was also NBC's win, this time with a 10.1/22, followed by ABC's 9.0/20 and CBS's 8.7/19. Last year it was CBS with a 10.1/22, NBC with a 9.9/22 and ABC with a 9.3/20.

In news, ABC has taken second place, ahead of CBS, for the last four weeks (ended June 21). That tightens up the news rankings for the three networks on both a year-to-date and summer-season-to-date basis. (In both cases, CBS holds second place.) For news, the Y-T-D stats run: NBC 11.6/22, CBS 11.4/22 and ABC 10.1/19. For this year's summer season, the rankings are: NBC 10.3/22, CBS 9.6/21 and ABC 9.3/20.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	21.5/40
2.	Cosby Show	NBC	20.3/39
3.	Cheers	NBC	18.4/35
4.	20/20	ABC	18.2/32
5.	Golden Girls	NBC	17.7/36
6.	Growing Pains	ABC	17.3/32
7.	Murder, She Wrote	CBS	16.8/32
8.	Sunday Movie	CBS	15.8/27
8.	Tuesday Movie of the Week	NBC	15.8/28
10.	Who's the Boss?	ABC	15.6/30
11.	Miami Vice	NBC	15.3/30
11.	Monday Night Movie	NBC	15.3/27
13.	Molly Dodd	NBC	15.1/27
14.	Moonlighting	ABC	14.9/26
14.	Hunter	NBC	14.9/31
16.	Matlock	NBC	14.6/27
17.	60 Minutes	CBS	14.5/31
17.	Night Court	NBC	14.5/26
19.	Newhart	CBS	14.3/24
20.	Valerie	NBC	14.1/25
21.	Amen	NBC	14.0/28
22.	Designing Women	CBS	13.8/23
23.	Sunday Night Movie	NBC	13.5/23
24.	Crime Story	NBC	13.3/27
25.	L.A. Law	NBC	13.2/24
26.	Sunday Night Movje	ABC	13.1/23
27.	Equalizer	CBS	12.5/23
27.	Cagney & Lacey	CBS	12.5/23
29.	My Sister Sam	CBS	12.2/21
30.	Me & Mrs. C	NBC	12.0/27
31.	MacGyver	ABC	11.9/22
31.	20 Years.Charles Kuralt	CBS	11.9/23
33.	Kate & Allie	CBS	11.7/22
33.	Facts of Life	NBC	11.7/22
35.	Head of the Class	ABC	11.4/22
36.	Spenser for Hire	ABC	11.3/20
37.	Time Out for Dad	NBC	11.1/21
38.	227	NBC	10.9/25
39.	Perfect Strangers	ABC	10.7/22
40.	Alf	NBC	10.6/20
40.	Highway to Heaven	NBC	10.6/21
42.	Hotel	ABC	10.5/19
43.	St. Elsewhere	NBC	10.0/18
44.	Mr. Belvedere	ABC	9.9/20
45.	Sledge Hammer	ABC	9.2/20
46.	Tuesday Movie	CBS	8.8/16
47.	Thurs. Special Movie Prsnt.	CBS	8.7/16
48.	Monday Night Baseball	ABC	8.6/15
48.	Summer Playhouse	CBS	8.6/18
50.	Our House	NBC	8.4/18
51.	Starman	ABC	8.3/17
52.	Stingray	NBC	7.9/17
53.	Hard Copy	CBS	7.4/15
54.	Saturday Movie	CBS	7.2/16
55.	Shell Game	CBS	7.0/13
56.	Heart of the City	ABC	6.9/13
56.	Dallas	CBS	6.9/14
58.	Friday Night Movie	ABC	6.5/13
59.	Bugs Bunny	CBS	6.3/12
60.	Our Kids	ABC	6.2/12
61.	Our World	ABC	6.1/12
61.	Sidekicks	ABC	6.1/14
63.	West 57th	CBS	6.0/13
64.	Webster	ABC	5.8/14
65.	Dads	ABC	5.7/12
66.	Wizard	CBS	5.4/10
67.	Gung Ho	ABC	4.3/9

*indicates premiere episode

11:30 p.m. half-hour in the week its Nielsen family special ran. (The first night the special ran, the station scored an 18.2 late news rating, compared to the 8.3 rating it received the prior evening.) It is claiming that Nielsen has no formal written policy expressly forbidding the kind of news report it did and that company officials, who participated by granting interviews for the piece, cooperated fully, giving no indication the report was a violation of Nielsen's rules.

Roy Anderson, a senior vice president at Nielsen, said the company is currently reviewing its policy concerning rating manipulation. "What can actually be done is something else," he said. "There seems to be an intent to increase this type of behavior and we'd like to address it."

Pierre Megroz, vice president, marketing and sales, Arbitron, said that the company's policies concerning contests and promotions would come under review at an upcoming advisory board meeting at the end of July. He said several station general managers and the Electronic Media Ratings Council had been invited to make presentations at the meeting. "We won't interfere with a person's right to do business in the open market," he said. But, he added, "We would welcome any proposal to quantify and define the conditions under which we do certain things," such as the use of footnotes or harsher sanctions.

Of the stations involved in Atkinson survey cases, only KARE(TV) general manager Joseph Franzgrote commented, and he defended the decision to commission the survey. "WCCO-TV appears upset about our ongoing research," he said. "It appears to be a reaction to the fact that our ratings in May continue on an upward growth trend," a trend he said has been evident since 1983. He added that the WCCO-TV suit has "no basis whatsoever."

Ron Atkinson could not be reached for comment, but he also vigorously defended the timing and method of his station research on a recent edition of *Nightline*. Asked if he'd do it again, Atkinson replied, "Absolutely. I'm doing something that has two components that every station in the country does—they ask people to watch their product in one of a variety of ways, and they ask most aggressively during sweeps periods, and they do research asking viewers' reactions to their product."

The Electronic Media Research Council has also gotten into the act. The council's executive director, Melvin Goldberg, said last week that its subcommittee on standards would meet this week to discuss possible guidelines for stations and rating services. "We are against ratings distortion," he said. "But the problem is the definition—at what point does it become distortion." Goldberg suggested that any "intent" to influence the rating sample amounts to distortion. Proving that, he said, is "very tough." □

Syndication ■ Marketplace

Tribune Entertainment reports clearing *Sons of Scarface: The New Mafia*, the next Geraldo Rivera special, on 157 stations, covering more than 90% of the country, including the Tribune stations and WTAF-TV Philadelphia, KTVU(TV) San Francisco, WKBD-TV Detroit, KTVT(TV) Dallas and KHTV-TV Houston. Barter distribution of the special gives stations 12 minutes and Tribune 12 minutes. It will run on Aug. 17 from 8 to 10 p.m. *Sons of Scarface* will include produced field segments, live field segments and live segments with an audience from the CBS Broadcast Center in New York.

Dow Jones and Co. has signed Consuelo Mack to host *The Wall Street Journal Report on Television*. Mack was formerly host of Buena Vista Television's canceled series, *Today's Business*.

Columbia/Embassy Television has renewed its contract with Tribune Entertainment for the national sales of barter time through the 1987-88 season. The second phase of the "Embassy Night at the Movies" package will kick off in October with "Fright Night."

Orbis Communications and the NBC-owned stations have partnered for the distribution and production of *Headlines on Trial*, a half-hour public affairs series hosted by Arthur Miller. *Headlines on Trial* currently is produced by NBC's WRC-TV Washington, where it has appeared since Jan. 24. Miller, a professor at Harvard Law School, also hosts the PBS program, *Miller's Court*, and writes columns for the *Boston Globe* and *USA Today*. Barter distribution of 30 first-run episodes and 22 repeats will give stations three-and-a-half minutes, and Orbis three minutes.

In other Orbis news, David Frost has signed 10 presidential candidates for his series of 13 one-hour programs, *The Next President*. Republicans include George Bush, Bob Dole, Pat Robertson, Alexander Haig and Jack Kemp. Democrats are Jesse Jackson, Michael Dukakis, Joseph Biden, Richard Gephardt and Bruce Babbitt. Orbis also reports that it has now cleared *Spiral Zone*, a 65-episode animated strip, in over 60% of the country for a debut in September. Tonka Toys is the national sponsor of the series. Barter distribution gives stations three-and-a-half minutes (with two-and-a-half minutes for Orbis) in the first, second and third quarter and four minutes in the fourth quarter (with two minutes for Orbis). Orbis has also declared *Force Three* a firm go with 55 stations covering 52% of the country.

MCA TV reports that it has now cleared its special about the making of "This Time It's Personal: JAWS, the Revenge," in over 80% of the country. It will run July 13-24 to coincide with the movie's debut on July 17. MCA also reports that it has signed Mercury 7 astronaut Scott Carpenter to appear in an episode of the first-run sitcom, *Out of This World*, now cleared in 75% of the country including the NBC O&O's. Carpenter will also be a technical advisor to the series.

SyndiTel will hold its fall season preview on July 28 for the Television Critics Association at the Sheraton-Redondo Beach, California. Twelve syndicators will be in attendence—Blair, Gaylord, Group W, King World, Lorimar-Telepictures, MCA TV, Orion, Paramount, Television Program Enterprises, Tribune Entertainment, Viacom and Worldvision. Synditel will provide critics transportation to the NBC and cable television press tours at the Century Plaza on June 28.

Major League Baseball Productions has cleared *Light Moments in Sports*, a monthly series of bloopers and blunders in sporting events from around the world, on 110 stations. The series is hosted by Joe Namath with Sportschannel reporter Sean Mooney. It debuts between June 6 and 28. Clearances include WNBC-TV New York, KNBC(TV) Los Angeles, WMAQ-TV Chicago, KYW-TV Philadelphia, WXYZ-TV Detroit and WCVB-TV Boston. Barter distribution gives stations three-and-a-half minutes and MLB two-and-a-half minutes. National sponsors include Miller, Beatrice and Beacham.

GGP Sports has cleared its half-hour *1987 Swimsuit Special* in 80 markets for a three-week window in August. Former Miss America Shawn Weatherly will host the program, which features Kathy Ireland, who was featured in this year's *Sports Illustrated* swimsuit issue. Clearances include ABC-owned WABC-TV New York, KABC-TV Los Angeles, WLS-TV Chicago and KGO-TV San Francisco. Stations will play the special on weekend afternoons after NFL preseason games. Barter distribution gives stations four minutes and GGP two-and-a-half.

Paramount reports that it has cleared its film package, Portfolio XII (26 films including "Beverly Hills Cop," "Witness," "Footloose" and "Star Trek II: The Wrath of Khan") on 155 stations covering 93% of the country including WNYW-TV New York, KCOP(TV) Los Angeles, WFLD-TV Chicago, WPVI-TV Philadelphia, KBHK-TV San Francisco, WKBD-TV Detroit, KDAF-TV Dallas, WTTG(TV) Washington and WUAB(TV) Cleveland.

Worldvision Enterprises has decided to bring out *Trivial Pursuit* for a fall 1988 start, following its cancellation for a start next fall. Most of the stations originally committed to air the series this year are expected to return for the fall of 1988, according to Worldvision. *Trivial Pursuit* was launched at NATPE this year.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended June 7:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	14.5/211	97
2.	Jeopardy	11.5/208	99
3.	World Wrestling Fed.	8.5*/209	94
4.	People's Court	8.3/195	97
5.	Oprah Winfrey Show	8.1/173	97
6.	New Newlywed Game	7.3/186	96
7.	Entertainment Tonight	6.2*/153	92
8.	Hollywood Squares	5.5/154	92
9.	Lifestyles of Rich-Famous	5.2*/182	95
10.	Wrestling Network	5.0*/178	84
11.	Fame	4.7*/143	92
11.	Star Search	4.7*/176	94
13.	Divorce Court	4.6*/128	86
14.	Hee Haw	4.5/214	90
14.	Siskel & Ebert & Movies	4.5*/162	89

*includes multiple airings

and adults with mental retardation.)

Additionally, *ABC's Wide World of Sports* will air a 90-minute program of the Special Olympics competition on Aug. 15 (4:30-6 p.m. NYT). Hosted by Frank Gifford, with commentators Donna de Varona and Lynn Swann, the focus of the show, ABC said, "will be a celebration in which everyone is special and winning or losing is unimportant." (Gifford and de Varona also are members of the board of directors of the Special Olympics.) Some 6,000 athletes from 73 countries, including for the first time, the People's Republic of China, will compete in more than 100 different events in 14 sports. About 300,000 spectators are expected to attend the week of international games, ABC said.

Coverage of the Special Olympics is produced by Ned Simon. Executive producer of the opening ceremonies telecast is Robert S. Shriver.

Antidrug campaign

Concerned that the percentage of alcohol and drug abuse in its communities "was far in excess of national averages," WRAL-TV Raleigh, N.C., has launched a multifaceted drug prevention project targeted primarily at teen-agers and parents of school-age children. Following a contest last April, in which "The Way to Be is Drug Free" was chosen as the slogan for the project, a poster contest among students was launched. The winning entry will be printed and distributed throughout the area to schools and businesses. Additionally, the station is preparing public service announcements to introduce the slogan and the concept of the program, and singers Lee Greenwood and Roberta Flack have taped announcements for WRAL-TV urging the importance of being drug free.

A drug prevention program using improvisational theater techniques is also getting under way with the drama department of a local Raleigh high school, WRAL-TV said. The troupe, which will travel to different schools, will act out improvisational vignettes "centered on conflict that could lead to drug abuse," the station said, adding that it will videotape the dramas and make them available to schools in North Carolina that are unable to schedule live sessions. Capitol Broadcasting Co., WRAL-TV's parent company, is funding the cost for that phase of the drug prevention project, the station said.

The final phase of the project will be a major fund raiser next fall, with proceeds to help finance the start-up of a Wake county adolescent drug prevention clinic that will be available to residents of North Carolina, said Neil Kuvin, WRAL-TV station manager. He said the station is now negotiating with a "major national recording talent" about arranging a fund-raising concert.

Traumatic television

The asserted inadequacy of trauma care in the United States is the subject of *Critical Minutes*, a one-hour documentary produced by Group W Television under the auspices of its *Lifequest* health series. The program, which will air in syndication on 144 stations between June 10 and July 10, was previewed at a reception on Capitol Hill featuring Senator Alan Cranston (D-Calif.), who has introduced the Emergency Medical Services and Trauma Care Improvement Act of 1987 (S. 10). Cranston was presented with a petition signed by several trauma survivors flown in for the luncheon, including a head injury victim featured in the film, Bill Esposito. *Lifequest* is sponsored by Bristol-Myers Co.

Foreign sales rep

MGM/UA Communications, Paramount Pictures and Universal Studios, which have a joint deal to supply TV programing and theatrical films to the People's Republic of China, have chosen Worldwide Media Sales, a unit of Worldwide Media Group, as exclusive sales agent with multinational advertisers.

The TV programs, including the series *Murder, She Wrote, Marcus Welby, M.D.* and *Family Affair*, as well as mini-series, *The Winds of War* and *The Jesse Owens Story*, will be shown on China Central Television's national network beginning in January 1988.

Worldwide Media Sales will sell five minutes of advertising per hour for the one-and-a-half to two hours of programs shown each Tuesday night. Theatrical sales will include two minutes of advertising trailers both on American films provided by the venture and on an unlimited number of Chinese and foreign films. Advertisers also will be able to develop product tie-ins or become exclusive sponsor of a particular theatrical title.

Worldwide Media Sales is headed by Charles E. Walsh, former vice president of advertising for CBS Worldwide Enterprises, which took to China its first regularly scheduled, advertiser-supported programing in 1983. Former CBS Worldwide head John Eger is president of Worldwide Media Group, parent company of Worldwide Media Sales.

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

**Jones-Eastern Radio, Inc.
has acquired radio stations:**

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WYAK AM/FM serving Surfside Beach, South Carolina
WWOK-FM serving Nags Head, North Carolina
WLNB AM/FM serving Charleston, South Carolina

We represented and provided equity and subordinated debt to the buyer.

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Annual Fifth Estate Awards

Children's TV

Vol. 113 No. 1

Broadcasting Jul 6

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CBS moves to drop Nielsen service... page 104.

Ledwig named president of CPB... page 29.

ACT celebrates commercialization decision... page 75.

King World continues Cassandra dominance... page 62.

STRIKE SET □ Los Angeles membership of Directors Guild of America votes to strike, with New York faction expected to follow suit. NABET walkout hits NBC, causing some on-air disruptions. **PAGE 27.**

PUBLIC CHOICE □ Corporation for Public Broadcasting makes permanent appointment of Donald Ledwig to presidency. **PAGE 29.**

SCRAMBLED VOICES □ House hearing focuses on latest in home satellite-scrambling marketplace. **PAGE 30.**

MUNICIPAL VOTE □ Voters in Springfield, Ore., approve referendum to allow municipal cable system to be built in competition with already existing TCI system. **PAGE 31.**

VOTE GETTER □ CBS's Washington representative, Bob McConnell, played instrumental role in gathering Senate votes to impede override of Reagan veto of fairness doctrine bill. **PAGE 33.**

FIFTH ESTATE HONORS □ BROADCASTING's annual roundup of the top award competitions honoring the best in radio, television and cable. **PAGE 36-59.**

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PROGRAMING BUY □ Carolco, Los Angeles film and home video producer, buys Orbis Communications for $15.4 million. **PAGE 62.**

CLOSING SALE □ Cable Value Network and C.O.M.B. complete merger of two companies. **PAGE 67.**

FUNDING SUPPORT □ NAB begins two-year fund raising effort for high-definition television. **PAGE 68.**

ACT VICTORY □ Action for Children's Television basks in the glow of the appeals court decision asking for justification of FCC's elimination of commercial limits in children's programing . **PAGE 75.**

TWO FOR TWO □ Appeals court backs FCC in cable pole-attachment case and broadcast application question. **PAGE 79.**

LOOSE ENDS □ NAB, at joint board meeting, urges changes in FCC's cross-interest policy, won't block move to eliminate Carroll Doctrine and pledges support for AIDS education. **PAGE 80.**

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would be sufficient to serve public interest; court said commission had offered neither facts nor analysis to support that position.

□

Compulsory license. After often-bitter war of words, cable and motion picture industries have begun talking again about settling their differences over cable's compulsory copyright license. If fruitful, talks could lead to legislation overhauling license. Reform would likely include simplified "flat-fee" formula (so much per subscriber per distant signal) for calculating license fees to replace existing complicated formula (varying percentages of gross basic revenues per signal). Some cable operators have also indicated willingness to give up license under certain conditions after transitional period of five or 10 years, but all feel it's important to preserve license for carriage of local signals and for distant signals by cable systems in "underserved markets."

□

Direct broadcast satellites. High-power DBS, which would use Ku-band spectrum set aside for it, has foundered because of high start-up costs and programing dearth, but low-power C-band variety resulting from scrambling of cable programing on C-band satellites is flourishing. Latter got started in January 1986, when Home Box Office scrambled feeds of HBO and Cinemax and began selling subscriptions to owners of backyard earth stations (TVRO's), which now number more than 1.7 million. Number of TVRO homes subscribing to cable programing has grown as more cable programers have scrambled feeds and begun selling subscriptions directly or as packages through other programers or operators.

HBO now wants other major cable programers to join it in stepping up from C-band to medium-power Ku-band satellites that can beam signals to much smaller dishes.

□

Equal employment opportunity. FCC has amended its broadcast equal employment opportunity rules and reporting requirements. Stations with four or more employes are covered under rules and part-time and full-time employes must be reported separately. Every station's EEO program will be subject to review at renewal time regardless of employment profile, but FCC said review will focus more on EEO efforts than numbers (BROADCASTING, April 27).

For cable, FCC has adopted rules implementing EEO aspects of Cable Communications Policy Act of 1984 (BROADCASTING, Sept. 23, 1985).

□

Fairness doctrine. President Reagan vetoed bill codifying fairness doctrine. Senate Democratic leadership lacked votes to override, but had support to refer veto message to Commerce Committee, where measure originated. It is anticipated doctrine will be attached to legislation President will be reluctant to veto. Broadcast industry opposition to codification was initially limited, with only CBS and Radio-Television News Directors Association working for veto. Now, however, NAB says it will support veto (BROADCASTING, June 29).

FCC has initiated rulemaking to determine whether enforcement of doctrine is contrary to public interest. It acted after panel of U.S. Court of Appeals in Washington remanded case in which Meredith Corp. had challenged constitutionality of doctrine (BROADCASTING, Jan. 19). Same panel, in case brought by Radio-Television News Directors Association and number of other broadcaster groups, had held that it lacked jurisdiction to consider constitutionality of doctrine. Panel directed plaintiffs to submit issue to U.S. District Court. Full court, after considering petitions from broadcasters and FCC, decided to rehear case.

□

HF(shortwave). U.S. and other developed countries were reportedly satisfied with results of second—and final—session of World Administrative Radio Conference on planning use of shortwave band. They had succeeded for number of years in blocking effort of some Third World countries, led by Algeria, to establish computer-based planning system. WARC agreed that test that had been conducted between two sessions failed to demonstrate system would meet requirements of countries at conference (BROADCASTING, March 16).

□

High-definition television. HDTV may soon be subject of extensive tests by industry standards body, Advanced Television Systems Committee, to see how high-resolution, wide-screen signal could be transmitted on terrestrial TV bands such as UHF or 12 ghz microwave. National Association of Broadcasters, which participated in first demonstration of terrestrial HDTV transmission last January with Association of Maximum Service Telecasters, in June approved and is seeking finances for up to $700,000 for two years of HDTV tests to help determine feasibility of HDTV broadcasting compatible with today's standard NTSC (525 scanning line) television receivers. Most advanced HDTV system, Japan's Hi-Vision (with 1,125 scanning lines), although not compatible with NTSC, is already gaining experimental use for high-end video production, while bandwidth-reduced TV receivers and other home video gear are expected to reach market in time for launching of Japan's HDTV direct-broadcasting satellite system in 1990.

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as of April 30, 1987

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Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
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Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

□

Indecency. FCC has decided to enforce broader definition of indecency (BROADCASTING, April 20) than "seven dirty words" of 1978 *Pacifica* Supreme Court decision. Of three cases pending at time of decision, WYSP(FM) Philadelphia and KCSB-FM Santa Barbara, Calif., and KPFK(FM) Los Angeles, involved indecencies, FCC said, and Pacifica's KPFK was referred to Justice for possible criminal prosecution under obscenity. Pacifica petitioned U.S. Court of Appeals, Washington, for review of commission's action, saying FCC's new policy will have "chilling" effect on broadcast speech.

In mid-May, NAB executive committee issued policy statement "condemning" broadcast of indecent material and asking for clarification of, but not objecting to, commission's new ruling.

TV networks, Motion Picture Association of America and Radio-Television News Directors Association, petitioned FCC for reconsideration of its new standards. Parties said standards were vague, overbroad and contrary to public interest (BROADCASTING, June 8).

Pacifica Foundation, licensee of noncommercial WBAI(FM) New York, on May 22 asked FCC for declaratory ruling on whether planned June 16 broadcast of "Ulysses" excerpts would violate indecency standards. FCC rejected request, saying ruling could be "functional equivalent of prior restraint." WBAI went ahead with broadcast, and at press time had received no complaints, and knew of none at FCC.

□

International Telecommunications Satellite Organization. Intelsat's members, meeting in Extraordinary Assembly of Parties April 1-3, confirmed Board of Governors selection of Dean Burch as director general. Burch, former FCC chairman, succeeds Richard Colino, who along with Deputy Director General Jose L. Alegrett, was fired by board in December after outside lawyers and auditors submitted report indicating their possible involvement in financial irregularities. Intelsat in May filed civil suit against Colino, claiming his activities resulted in damage to organization of up to $11.5 million (BROADCASTING, May 25). U.S. attorney for District of Columbia is conducting parallel criminal investigation.

□

International telecommunications satellite systems. President Reagan in November 1984 determined that separate U.S. systems providing international communications satellite service are in public interest, provided restrictions are imposed to protect economic health of International Telecommunications Satellite Organization. Thus far, eight systems have received conditional authorization from FCC, but the proposal of only one, PanAmerican Satellite Corp., which has secured Peru as a foreign partner, has been consulted with Intelsat. Assembly of Parties, acting on recommendation of board of governors, approved consultation at meeting in April.

□

Land-mobile. FCC proposal to reallocate UHF TV channels for land-mobile radio use has run into controversy, with broadcasters fearing that reallocation would leave broadcasting without spectrum for HDTV use. Broadcasters have asked FCC to delay reallocation proceeding pending completion of study of impact of HDTV on local broadcasting. At present, however, FCC Chairman Dennis Patrick sees terrestrial HDTV and land-mobile use of UHF frequencies

King World continues Cassandra dominance

'Wheel,' 'Jeopardy' and 'Winfrey' remain in top three positions in Nielsen's syndicated survey

The top six syndicated programs continued their dominance in the May Cassandra report by Nielsen. As was the case in February, King World's three powerhouse programs, *Wheel of Fortune*, *Jeopardy* and *Oprah Winfrey*, took first, second and third place, respectively. They were followed by *P.M. Magazine*, *M*A*S*H* and *Peoples Court* in the same order of their finishes in February.

Only one show in February's top 10 did not finish within that group in May: *Hollywood Squares*, which tied for eighth in February, fell to 11th, in a tie with *Card Sharks* in May. *Entertainment Tonight* climbed from 11th to ninth, in a tie with *Three's Company* in May. *Donahue* climbed from 10th to seventh in the same period, while *The New Newlywed Game* fell a notch to eighth.

Two of Fox Broadcasting's new Sunday night programs finished in the top 50 in May, including *21 Jump Street*, which ranked 37th with a 3.9 rating, and *Married... With Children*, which finished in a four-way tie for 44th with a 3.5 rating. *Duet*, another comedy in the Fox Sunday lineup, ended up in a seven-way tie for 64th with an average 3.1. *Mr. President*, the FBC sitcom starring George C. Scott, tied for 78th place with six other shows with an average 2.9. Rounding out FBC's Sunday program block is *The Tracy Ullman Show*, which along with nine other programs in May averaged an 2.8 rating.

In the children's program category, *Different Strokes* moved from second place in February to capture the top spot in May with an average 7.7 among children 2-11. *Small Wonder* fell from first to 16th place, where it tied *Transformers* with a 5.5. *The Jetsons* climbed from 12th to second, averaging a 7.2 rating among children. Rounding out the top five in May were *Jem* and *Smurfs*, tied for third with an average 6.6, followed by the animated *Dennis The Menace* and *Thundercats*, tied for fifth with a 6.5. In February, *Jem* placed 16th and *Smurfs* tied for eighth, while *Dennis The Menace* finished 12th (tied with *Jetsons*) and *Thundercats* placed sixth, along with *Silver Spoons*.

In the late-night daypart, the top five programs were: *M*A*S*H* (8/24), *Three's Company* (8/22), *Benson* (7/20), *Hart to Hart* (5/18) and *Magnum PI*(5/18). In the February Cassandra book, the top three programs were the same, followed by *The Jeffersons* and *Magnum PI.* ☐

Nielsen's May Cassandra report

Rank/show	*Rating*	*Share*	*Markets*	*Coverage*
1. Wheel of Fortune	18.9	34	199	99.6
2. Jeopardy	11.3	27	187	98.1
3. Oprah Winfrey Show	9.3	34	154	93.6
4. PM Magazine	8.5	17	39	31.1
5. M*A*S*H	7.7	19	164	91.8
6. Peoples Court	7.1	21	185	96.7
7. Phil Donahue Show	6.9	28	182	97.5
8. New Newlywed Game	6.6	15	178	97.2
9. Ent. Tonight	6.5	15	142	87.8
9. Three's Company	6.5	16	146	87.1
11. Big Spin	6.4	14	10	10.8
11. Hollywood Squares	6.4	16	142	85.6
13. Card Sharks	6.1	15	29	21.3
14. Facts of Life	5.4	13	109	79.4
15. Magnum, P.I.	5.3	15	119	77.6
16. Benson	4.9	13	102	60.6
16. Diff'rent Strokes	4.9	13	123	77.2
16. Jeffersons	4.9	13	102	66.1
19. Hee Haw	4.8	16	172	82.8
20. Divorce Court	4.7	16	138	85.8
20. Fight Back	4.7	15	29	36.5
20. Gimme a Break	4.7	11	97	75.9
23. Barney Miller	4.5	13	89	56.3
23. Judge	4.5	17	73	63.2
23. Superior Court	4.5	16	107	71.9
23. Too Close-Comfort	4.5	10	80	66.6

Orbis goes to Carolco

Orbis to begin production of series for prime access and prime time, mini-series, made-for-TV movies; purchase moves Carolco into TV production and syndication business

Carolco Pictures Inc., Los Angeles-based film and home video producer and distributor, and Orbis Communications said last week they had signed a letter of intent for Carolco to acquire Orbis at a cost of approximately $15.4 million. The acquisition signals Carolco's entrance into the television syndication and production business. Plans call for Orbis to expand its production efforts under the new ownership, particularly series production for prime access and prime time, two dayparts the company has not yet tapped. Peter Hoffman, Carolco's chief executive officer, also said Orbis would have the capital to produce long-form programming, such as mini-series and made-for-television movies, for both network and syndication distribution.

The two companies said last week they hope to close the deal within 60 days. Carolco will acquire all Orbis stock in exchange for 2.2 million shares of its own stock. Carolco, a New York Stock Exchange company, closed at 7⅛ per share last Monday (June 29), the day the deal was announced, up one-eighth. The company is still controlled by the two original founders, Andy Vajna and Mario Kassar, who together own 88% of the stock. Their control will be reduced to about 81% if the deal with Orbis goes through.

Robert Turner, president of Orbis, said last week the company sought out Carolco on the recommendation of the investment banking arm of Alan Patricoff & Associates, the lead company in an investment group that holds a one-third interest in Orbis. Turner said that "at least two" other companies submitted bids to acquire the company but that Carolco

NBC continues prime time, news wins

NBC took the off-season prime time week (ended June 28) with a 12.5 rating and a 23.8 share. CBS came in second with a 10.8/20.8 and ABC with a 9.8/18.9. Last year it was NBC's week with a 13.0/25 over ABC's 10.7/21 and CBS's 10.0/20.

In evening news, NBC took the week with an 11.1/24 over ABC's 9.6/21 and CBS's 9.1/20. A year ago the news numbers were a lot closer: NBC took the week with a 9.9/22 over ABC's 9.7/21 and CBS's 9.4/21.

For the week, NBC took four nights, Monday, Thursday, Friday and Saturday. ABC took two, Tuesday and Wednesday, which left CBS with one, Sunday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	23.2/46
2.	Family Ties	NBC	21.9/42
3.	Cheers	NBC	18.9/35
4.	Growing Pains	ABC	17.8/32
5.	Moonlighting	ABC	16.6/29
6.	Who's the Boss?	ABC	16.4/32
7.	Monday Night Movie	NBC	15.4/26
8.	Sunday Movie	CBS	15.2/28
9.	Molly Dodd	NBC	15.0/27
9.	Golden Girls	NBC	15.0/31
11.	Valerie	NBC	14.9/26
12.	Alf	NBC	14.7/27
13.	Murder, She Wrote	CBS	14.6/29
14.	Hunter	NBC	14.3/30
15.	Miami Vice	NBC	14.1/28
16.	20/20	ABC	13.9/25
16.	Special Movie	CBS	13.9/25
16.	Designing Women	CBS	13.9/23
19.	Movie of the Week	NBC	13.6/24
20.	Matlock	NBC	13.5/25
21.	Newhart	CBS	13.2/22
22.	MacGyver	ABC	12.9/23
22.	60 Minutes	CBS	12.9/29
24.	New Special	CBS	12.7/23
25.	Sunday Night Movie	ABC	12.3/23
25.	Cagney & Lacey	CBS	12.3/22
27.	Kate & Allie	CBS	12.2/22
27.	Crime Story	NBC	12.2/25
29.	My Sister Sam	CBS	12.1/21
29.	Facts of Life	NBC	12.1/22
31.	Night Court	NBC	12.0/21
32.	Head of the Class	ABC	11.9/24
33.	L.A. Law	NBC	11.8/21
34.	Spenser: For Hire	ABC	11.6/20
35.	Perfect Strangers	ABC	11.3/24
36.	Amen	NBC	11.2/23
37.	Hotel	ABC	10.2/19
37.	Me & Mrs. C	NBC	10.2/23
39.	Highway to Heaven	NBC	10.0/20
40.	Disney Sunday Movie	ABC	9.8/21
40.	Tuesday Movie	CBS	9.8/17
42.	Monday Night Baseball	ABC	9.6/17
43.	227	NBC	9.5/22
44.	St. Elsewhere	NBC	9.4/17
45.	Mike Hammer	CBS	9.0/18
46.	Sunday Night Movie	NBC	8.9/17
47.	Hard Copy	CBS	8.6/18
48.	Saturday Movie	CBS	8.3/18
48.	Stingray	NBC	8.3/18
50.	Sledge Hammer	ABC	8.0/18
51.	Summer Playhouse	CBS	7.8/17
52.	West 57th	CBS	7.7/16
53.	Dallas	CBS	7.4/15
54.	Heart of the City	ABC	7.2/13
55.	Scarecrow & Mrs. King	CBS	7.0/14
56.	Heavyweight Showdowns	ABC	6.8/14
57.	Our House	NBC	6.4/15
58.	Starman	ABC	6.1/13
59.	New Closeup	ABC	5.9/12
60.	Webster	ABC	5.7/13
60.	Wizard	CBS	5.7/11
62.	Sidekicks	ABC	5.3/12
63.	Our World	ABC	5.0/10
64.	Dads	ABC	4.6/9
65.	Gung Ho	ABC	4.1/9

*indicates premiere episode

was chosen because it holds the rights to a number of popular theatrical films (such as the "Rambo" series of films and the upcoming "Red Heat" with Arnold Schwartzenegger), which should greatly enhance the value of the company's future syndication movie packages. Carolco has a 10-picture deal with Sylvestor Stallone's White Eagle Enterprises to produce action films, at least five of them starring Stallone.

In addition to its "Rambo" films, Carolco produced "Angel Heart" and "Extreme Prejudice," neither of which was considered a box office hit. The company's films are distributed domestically by Tri-Star. Carolco has also established a Montreal-based limited partnership currently attempting to raise $40 million (Canadian) to produce up to four Canadian-content pictures.

Turner also noted Carolco's 80% ownership of the home video company, IVC, a leading distributor of children's videocassettes, which will also be a major resource for Orbis in syndication. Home video and syndication rights are often more easily secured in combination, he noted, and the IVC children's product will complement such Orbis properties as *Force III* and *Defenders of the Earth*.

As important is the extra capital Orbis will be able to tap to expand program production. Both Turner and Hoffman said Orbis would bring one or more pilots of new programs to next year's NATPE conference. The first new effort may be a game show for prime access.

Asked why Carolco selected Orbis, Hoffman said, "First, they were available, and second, we made a strategic decision to get into the television production and distribution businesses." He also said that Orbis's management team was a drawing card, evidenced by a clause in the letter of intent that calls for that team to stay on board for at least three years. That team includes Turner, executive vice presidents John Ranck (program sales), Ethan Podell (business affairs) and Brian Byrne (advertising sales). Byrne is also president of International Advertising Sales, a joint venture among Orbis, Paramount and Coca-Cola Entertainment to sell barter advertising in syndication programming.

It was unclear what effect the Carolco-Orbis deal would have on that joint venture, if any. According to Hoffman, it should have no effect. Executives at Coke and Paramount were not available at deadline for comment. □

News Beat

Assault guide. Iowa Coalition Against Sexual Abuse (ICASA) has put together booklet to guide news media in covering sexual assault. "A Resource Guide: News Coverage of Sexual Assault" contains information on occurrence of sexual abuse and advice on interviewing victims and reporting incidents. Twenty-three-page guide was prepared by print and broadcast journalists, sexual assault counselors, victims and members of journalism faculty at University of Iowa and Iowa State University. Complimentary copy is available from: Carole Meade, director, Iowa Coalition Against Sexual Abuse, 25th and Carpenter, Illinois Hall, Drake University, Des Moines, Iowa 50311; (515) 271-2918. Additional copies are available for $2 each.

□

Flynt support. Three major broadcast network companies and National Association of Broadcasters have joined in support of *Hustler Magazine* and its publisher, Larry Flynt, in their effort to have Supreme Court overturn $200,000 award made to Rev. Jerry Falwell. Award was for "intentional infliction of emotional distress" under Virginia law, as result of article and picture that mocked Falwell as hyprocrite. Friend-of-court brief in which media groups joined with American Civil Liberties Union argues that if decision of U.S. Court of Appeals for Fourth Circuit affirming jury decision is allowed to stand, editorial writers, political cartoonists, satirists, critics and reporters would be stifled in their work. Brief contends that judgment of jury presents compelling case for reversal since jury found parody did not convey false statement of fact. It also says jury did not find that parody was published with knowledge it was false or with reckless disregard for truth—standard set by Supreme Court in libel cases involving public figures, like Falwell. Number of other media groups have also filed or participated in friend-of-court briefs in support of *Hustler*. In one, Radio-Television News Directors Association joined in brief filed by Reporters Committee for Freedom of the Press. Oral argument in case is expected to be held in fall.

Bates C-P-M trend foresees moderate 1987 increases

Agency expects network evening prices to rebound, but sees further erosion in network daytime; rises in radio network, spot seen

Media cost-per-thousand increases in 1987 are expected to remain moderate this year, following the pattern of 1986, according to a Ted Bates Advertising analysis.

The Bates study uses the Consumer Price Index (CPI) and the Gross National Product as benchmarks, and has switched its base year from 1975 to 1981. The report also examines the relationship of media C-P-M's and the rate of inflation over the past six years. Bates concludes that those years have been characterized by a moderate rate of inflation, with C-P-M growth levels far exceeding inflation.

In analyzing the C-P-M's, Bates notes that 1986 showed a C-P-M growth of only 1.9%, the lowest since 1982. Daytime network television actually showed a C-P-M of minus 2%, while the evening network figure was zero. Spot television in 1986 experienced a C-P-M growth of 5%.

In 1987, Bates projects that daytime network TV will continue to slide in C-P-M, with a 13% decrease. The agency estimates that evening network's C-P-M will rise by 9% over 1986, and spot TV will increase by 2%. Bates calculates that network radio's C-P-M increase in 1987 will be 9%; spot radio's 5%.

The print media have shown consistent increases in C-P-M since 1982 and Bates tabs 1987 as a modest growth year. It lists magazines with a 5% increase; supplements, 5% and newspapers, 7%.

Bates reports that inflation is expected to rise in 1987 by 3.1%, within the range established over the past few years. But the agency says C-P-M's will increase at rates in excess of inflation.

In the years since the 1981 base year, the Consumer Price Index has shown moderate increases, registering an annual average growth of 3.6%, according to Bates. In contrast, evening network television showed a tripling of the CPI over-all growth rate, with a 10.4% climb. Radio grew at a faster pace than the CPI, with spot radio at 5.8% and network radio, 7.9%.

Magazines and newspapers outpaced the C-P-M increases with average annual growth for newspapers of 8.4% and magazines, 7%.

Bates tabs 1986 as "eventful," with buy-outs of major networks and the mergers of major advertising agencies and of top advertisers contributing to "a chaotic marketplace." In addition, the agency observes, there was fear of the new tax laws. Bates says the low rate of inflation "fostered a conservative economic climate that led to con-

Ted Bates's media cost survey

National Advertising Expenditures

Year	Net TV	Spot TV	Magazines	News/supplements	Radio	Outdoor	CPI
1975	100	100	100	100	100	100	100
1976	124	133	122	121	120	115	106
1977	150	136	148	133	132	132	113
1978	172	161	177	139	148	140	121
1979	199	177	200	160	160	161	135
1980	222	201	215	177	185	165	153
1981	242	231	241	204	214	190	169
1982	269	269	253	221	227	211	179
1983	304	297	289	247	257	233	185
1984	370	338	337	278	292	255	193
1985	359	370	352	302	328	277	203
1986	370	400	366	314	343	289	207

Compounded Yearly C-P-M Increase

	1981	1982	1983	1984	1985	1986	1987	81-87 annual avg. growth
Broadcast								
Day network TV	100	109	114	125	143	140	122	3.5
Evening network TV	100	124	133	153	168	168	183	10.4
Spot TV	100	109	118	131	139	146	149	6.7
Network radio	100	107	118	130	138	146	158	7.9
Spot radio	100	106	113	121	127	133	140	5.8
Print								
Magazines	100	111	120	130	140	148	157	7.8
Supplements	100	112	118	125	130	116	122	3.5
Newspapers	100	110	121	132	141	151	162	8.4
Outdoor	100	111	118	129	137	144	151	7.2
CPI	100	106	109	114	118	120	124	3.6

Yearly Percent Increases In C-P-M

	1982	1983	1984	1985	1986	1987 est.
Broadcast						
Daytime network TV	9	5	9	15	-2	-13
Evening network TV	24	7	15	10	0	9
Spot TV	9	8	11	6	5	2
Network radio	7	10	10	6	6	8
Spot radio	6	7	7	5	5	5
Print						
Magazines	11	8	8	8	6	6
Supplements	12	5	6	4	-11	5
Newspapers	10	10	9	7	7	7
Outdoor						
Posters	11	6	9	6	5	5
CPI	6.1	3.2	4.3	3.6	1.9	3.1

The top two tables report trends in index form with 1975 and 1981 as the base years, respectively, indexed at 100. The cost estimates are based on the following units: network and spot TV and network radio, 30 seconds; spot radio, 60 seconds; magazines and supplements, one page/four color; newspapers, milline black and white; outdoor, 100 showings through 1981, 50 showings 1982-86. The demographic C-P-M's are based on: day network, women 18 plus; evening network, total persons; spot TV, TV households; radio, persons 12 plus; magazines, newspapers and supplements, circulation; outdoor, total population. Sources for audience information are: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate and Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data are from the Television Bureau of Advertising. Figures for 1987 are Ted Bates's estimates. The CPI is based on increases in yearly average compiled by the Conference Board.

strained advertising budgets."

"Advertising budgets on average were increased in 1986," the report maintains, "but levels were much lower than in past years. Indeed, the percentage of the total marketing budget spent on promotional activities is on the rise. Some industry sources estimated in 1970 that approximately 40% was spent on promotion and the balance on traditional advertising vehicles. Today, according to these same sources, that ratio has been reversed, with promotion now accounting for 60%. Advertisers, more and more, are questioning the performance of each ad dollar."

The report, prepared by Leslie Wood and Deborah Ellis of Bates's Media Information and Analysis, stresses that making predictions of future media costs is "a precarious task." Determining future demand will be difficult because of the uncertainties of the marketplace, Bates said. In addition to factors already cited, the agency says that estimating next year's network television C-P-M increases will be particularly difficult because of the introduction of the people meter ratings for the 1987-88 season. ☐

TVB report challenges ANA on ad figures

Difference of opinion centers on production costs associated with television commercials

Television Bureau of Advertising and the Association of National Advertisers, usually complementary trade associations, became embroiled last week in a dispute over television commercial costs.

TVB issued a report last week saying the production cost of the average television commercial for a national or regional advertiser is less than 40% of the average production cost reported by the ANA ($124,930 in 1985). In addition, TVB claimed that production costs are increasing at a rate less than one-third of the 36% indicated by the ANA for all areas of the country except one, the Southeast, where costs generally are lower.

TVB noted that ANA periodically studies television commercial costs; its latest report was issued in 1985, covering 1984 and 1985 and was based on response from 17 advertisers. TVB said its study of commercial producers, in cooperation with the Association of Independent Commercial Producers, covered responses from 60 AICP firms.

The TVB survey was conducted in March 1987 and included the years from 1984 through 1986. It identified elements contributing to cost increases; people influencing commercial production costs and recommendations for advertisers on cost control.

A spokesman for the ANA said the studies were "somewhat different" and covered different areas. He noted that the ANA study included agency commissions and talent and editorial costs. He added that both the ANA and TVB agree that costs are rising and steps should be taken to correct the situation. ☐

Rep picture. Principals of the Torbet/Select Radio Sales rep firm, which resulted from Interep's purchase of Torbet Radio and Select Radio Representatives from Reliance Capital Group Ltd. Partnership ("In Brief," June 22), met with Interep executives in New York last week, plotting a course for the new combined rep firm. Pictured are (l-r, seated): Mike Bellantoni, executive vice president, and Bill McHale, senior vice president, Torbet/Select. (Standing, l-r): Les Goldberg, president, and Ralph Guild, chairman, Interep; and Tony Fasolino, president, Torbet/Select.

With the acquisition of Torbet and Select, Interep, which had been operating five full-service radio rep companies, now has over 70 offices in 16 cities with estimated annual billings exceeding $400 million. Also included with Interep's purchase of Torbet and Select was Supernet, Reliance's unwired network that also involves participation by Eastman Radio, Masla Radio and CBS Radio Representatives.

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the threat to our society both nationally and internationally posed by the AIDS epidemic, be it resolved that the NAB dedicate our resources and facilities to informing the public in assisting the local, national and international agencies in fighting this dread disease."

□ The radio board voted to ask the FCC to "reinstitute its policy of allowing co-owned AM/FM's to keep their public files at either their studios or transmitter sites, even if outside the city of license, and grandfather stations already granted waivers of old main studio rules."

□ The TV board asked NAB to seek reconsideration of that "portion of the FCC rules which applies to the location of local public files for certain TV stations."

□ Radio directors also instructed the staff to ask the FCC to permit Class III daytimers to operate through the night on Class III regional frequencies at a "power level near those already specified by the commission for last hour post-sunset operation; daytimers on clear channels to operate at night under existing interference protection criteria, on an interim basis, pending full review of criteria later this year."

□ Asked the executive committee to study the suggestion that a "super legal fund" be created to help stations financially against license challenges.

□ NAB's radio board instructed the association to oppose the directionalization of FM antennas as has been proposed by the FCC. □

Nielsen gauges cable penetration at 49.2%

May figures show 4% increase over last year, with cable household number at 43,279,980

Cable penetration is on the verge of passing 50% of U.S. households, according to the latest survey by Nielsen Media Research. It reports a May 1987 penetration figure of 49.2%, or 43,279,980 households, a 4% increase from May 1986 and a 47% increase since May 1982.

Leading the list in cable penetration Palm Springs, Calif. (83.5%); Santa Barbara-Santa Maria-San Luis Obispo, Calif. (82.7%), San Angelo, Tex. (80.6%); Laredo, Tex. (78.8%), and Yuma, Ariz.-El Centro, Calif. (75.7%).

Among the nation's top 10 markets, two report cable penetration above 50%—Boston-Manchester, N.H., at 57% and San Francisco-Oakland at 53.6%. Cable penetration has reached 41% in New York, 39% in Los Angeles, 34% in Chicago and 48% in Philadelphia.

A complete list according to the Nielsen Station Index follows:

Market	*Cable penetration*
Abilene-Sweetwater, Tex.	66.0
Ardmore-Ada, Okla.	50.9
Albany, Ga.	54.0
Albany-Schenectady-Troy, N.Y.	60.4
Albuquerque-Farmington, N.M.	43.7
Alexandria, La.	59.3
Alexandria, Minn.	36.0
Alpena, Mich.	53.1
Amarillo, Tex.	65.0
Anchorage	37.7
Atlanta	44.3
Augusta, Ga.	49.6
Austin, Tex.	54.9
Bakersfield, Calif.	65.3
Baltimore	35.3
Bangor, Me.	39.4
Baton Rouge	58.9
Beaumont-Port Arthur, Tex.	50.3
Beckley-Bluefield-Oak Hill, W.Va.	69.7
Bend, Ore.	63.8
Billings, Mont.	50.3
Biloxi-Gulfport, Miss.	72.8
Binghamton, N.Y.	65.3
Birmingham-Anniston, Ala.	48.3
Boise, Idaho	36.4
Boston-Manchester	57.0
Bowling Green, Ky.	54.7
Buffalo, N.Y.	59.4
Burlington, Vt.-Plattsburgh, N.Y.	53.9
Butte, Mont.	59.2
Casper-Riverton, Wyo.	68.4
Cedar Rapids-Waterloo-Dubuque, Iowa	50.0
Champaign-Decatur-Springfield, Ill.	64.3
Charleston, S.C.	48.5
Charleston-Huntington, W.Va.	63.6
Charlotte, N.C.	49.7
Chattanooga	50.9
Cheyenne, Wyo.-Scottsbluff, Neb.	68.3
Chicago	33.9
Chico-Redding, Calif.	60.5
Cincinnati	47.8
Clarksburg-Weston, W.Va.	65.8
Cleveland-Akron	46.2
Colorado Springs-Pueblo	50.5
Columbia, S.C.	45.2
Columbia-Jefferson City, Mo.	44.7
Columbus, Ga.	55.6
Columbus, Ohio	49.0
Columbus-Tupelo, Miss.	45.2
Corpus Christi, Tex.	58.9
Dallas-Fort Worth	38.6
Davenport, Iowa-Rock Island-Moline, Ill.	56.4
Dayton, Ohio	57.1
Denver	47.1
Des Moines-Ames, Iowa	45.5
Detroit	42.1
Dothan, Ala.	46.5
Duluth, Minn.-Superior, Wis.	43.8
El Paso	51.6
Elmira, N.Y.	71.0
Erie, Pa.	63.7
Eugene, Ore.	61.4
Eureka, Calif.	73.3
Evansville, Ind.	50.2
Fairbanks, Alaska	39.2
Fargo-Valley City, N.D.	51.1
Flint-Saginaw-Bay City, Mich.	47.8
Florence, S.C.	44.3
Fort Myers-Naples, Fla.	73.6
Fort Smith, Ark.	57.8
Fort Wayne, Ind.	41.5
Fresno-Visalia, Calif.	37.7
Gainesville, Fla.	58.0
Glendive, Mont.	61.9
Grand Junction-Montrose, Colo.	53.3
Grand Rapids-Kalamazoo-Battle Creek, Mich.	53.1
Great Falls, Mont.	53.2
Green Bay, Wis.	42.9

Presidential plaudit. President Reagan honored Project Literacy U.S. (PLUS), the joint literacy campaign mounted by Capcities/ABC and the Public Broadcasting Service, with the 1987 President's Volunteer Action Award last week in a ceremony at the White House. PLUS representatives James Duffy, president, communications, Capcities/ABC (above left), and Lloyd Kaiser, president of WQED(TV) Pittsburgh and a PBS board member (above right), received medals from the President, who told them: "The good you do reaches beyond your specific projects and all the many people you've helped. You are part of an American tradition of neighbor helping neighbor."

Reagan also used the occasion to criticize an unnamed journalist (reportedly NBC's John Chancellor) for not acknowledging the "freely given personal charity" of the American people. "All I can say to those who pontificate about the new selfishness—maybe they should get out of their TV studios and get out and introduce themselves to the real America," he said. Chancellor had delivered a January commentary on the anniversary of John F. Kennedy's inauguration claiming that "private greed seems to have replaced public good...The slogan for the 80's is, 'I want mine and I want it now.'"

Market	*Cable penetration*
Greensboro-High Point-Winston Salem, N.C.	46.3
Greenville-New Bern-Washington, N.C.	51.0
Greenville-Spartanburg, S.C.-Asheville, N.C.	41.9
Greenwood-Greenville, Miss.	64.5
Harlingen-Weslaco, Tex.	54.9
Harrisburg-Lancaster-Lebanon-York, Pa.	60.3
Harrisonburg, Va.	46.1
Hartford-New Haven, Conn.	71.7
Hattiesburg-Laurel, Miss.	47.4
Helena, Mont.	64.6
Honolulu	68.7
Houston	43.5
Huntsville-Decatur-Florence, Ala.	50.2
Idaho Falls-Pocatello	51.6
Indianapolis-Lafayette	52.1
Jackson, Miss.	47.5
Jackson, Tenn.	54.8
Jacksonville, Fla.	59.9
Johnstown-Altoona, Pa.	71.2
Jonesboro, Ark.	57.4
Joplin, Mo.-Pittsburg, Kan.	49.8
Kansas City, Mo.	48.9
Knoxville, Tenn.	49.1
	53.9
La Crosse-Eau Claire, Wis.	53.0
Lafayette, La.	56.4
Lake Charles, La.	52.8
Lansing, Mich.	
Laredo, Tex.	78.8
Las Vegas	37.8
Lexington, Ky.	60.6
Lima, Ohio	70.6
Lincoln-Hastings-Kearney, Neb.	56.3
Little Rock-Pine Bluff, Ark.	48.9
Los Angeles	39.0
Louisville, Ky.	52.6
Lubbock, Tex.	52.2
Macon, Ga.	60.0
Madison, Wis.	47.4
Mankato, Minn.	57.8
Marquette, Mich.	67.6
Mason City, Iowa-Austin-Rochester, Minn.	52.0
Medford-Klamath Falls, Ore.	59.3
Memphis	47.9
Meridian, Miss.	44.3
Miami-Fort Lauderdale	51.3
Milwaukee	43.4
Minneapolis-St. Paul	38.3
Minot-Bismarck-Dickinson, N.D.	53.1
Missoula, Mont.	49.5
Mobile, Ala.-Pensacola, Fla.	52.5
Monroe, La.-El Dorado, Ark.	50.6
Monterey-Salinas, Calif.	72.7
Montgomery, Ala.	50.0
Nashville	40.6
New Orleans	54.7
New York	41.2
Norfolk-Portsmouth-Newport News, Va.	57.3
North Platte, Neb.	52.4
Odessa-Midland-Monahans, Tex.	68.7
Oklahoma City	51.1
Omaha	54.5
Orlando-Daytona Beach-Melbourne, Fla.	57.5
Ottumwa, Iowa-Kirksville, Mo.	53.9
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	48.5
Palm Springs, Calif.	83.5
Panama City, Fla.	58.9
Parkersburg, W.Va.	70.5
Peoria, Ill.	58.0
Philadelphia	48.4
Phoenix-Flagstaff	38.6
Pittsburgh	61.8
Portland, Ore.	49.0
Portland-Poland Spring, Me.	55.7
Presque Isle, Me.	61.1
Providence, R.I.-New Bedford, Mass.	55.5
Quincy, Ill.-Hannibal, Mo.	51.3
Raleigh-Durham, N.C.	46.0
Rapid City, S.D.	56.5
Reno	60.1
Richmond-Petersburg-Charlottesville, Va.	45.7
Roanoke-Lynchburg, Va.	53.6
Rochester, N.Y.	54.1
Rockford, Ill.	58.5
Roswell, N.M.	66.3
Sacramento-Stockton, Calif.	38.4
St. Joseph, Mo.	57.6
St. Louis	38.8
Salisbury, Md.	63.3
Salt Lake City	38.2
San Angelo, Tex.	80.6
San Antonio, Tex.	63.2
San Diego	70.4
San Francisco-Oakland-Santa Rosa	53.6
Santa Barbara-Santa Maria, Calif.	82.7
Savannah, Ga.	56.9
Seattle-Tacoma	56.6
Shreveport, La.	49.0
Sioux City, Iowa	48.6
Sioux Falls-Mitchell, S.D.	49.4
South Bend-Elkhart, Ind.	44.8
Spokane, Wash.	50.6
Springfield, Mo.	40.0
Springfield-Holyoke, Mass.	68.5
Syracuse, N.Y.	61.6
Tallahassee, Fla.-Thomasville, Ga.	52.4
Tampa-St.Petersburg-Sarasota, Fla.	51.4
Terre Haute, Ind.	47.0
Toledo, Ohio	54.8
Topeka, Kan.	62.5
Traverse City-Cadillac, Mich.	39.7
Tucson-Nogales, Ariz.	44.0
Tulsa, Okla.	51.9
Twin Falls, Idaho	57.0
Tyler, Tex.	59.5
Utica, N.Y.	72.6
Victoria, Tex.	73.7
Waco-Temple, Tex.	63.1
Washington, D.C.-Hagerstown, Md.	36.0
Watertown, N.Y.	56.9
Wausau, Wis.	38.3
West Palm Beach-Ft. Pierce, Fla.	65.8
Wheeling, W.Va.-Steubenville, Ohio	63.4
Wichita Falls, Tex.-Lawton, Okla.	66.1
Wichita-Hutchinson, Kan.	63.8
Wilkes Barre-Scranton, Pa.	68.5
Wilmington, N.C.	53.4
Yakima, Wash.	55.7
Youngstown, Ohio	50.8
Yuma, Ariz.-El Centro, Calif.	75.5
Zanesville, Ohio	74.0

SOUTHEAST CLASS C/ FULLTIME AM	This Class C FM will be delivered with a C.P. enabling it to citygrade nearby city with population of nearly 1 million. The stations are currently profitable "as is" but have tremendous upside potential once the move-in is completed. All real estate delivered including new FM site.	$4,500,000
SOUTHWEST CLASS C	Fully competitive Class C serving growth market with population of 800,000. Station is still in development stage but has great potential for near-term revenue and cash flow growth. Excellent opportunity to enter this market.	$4,900,000

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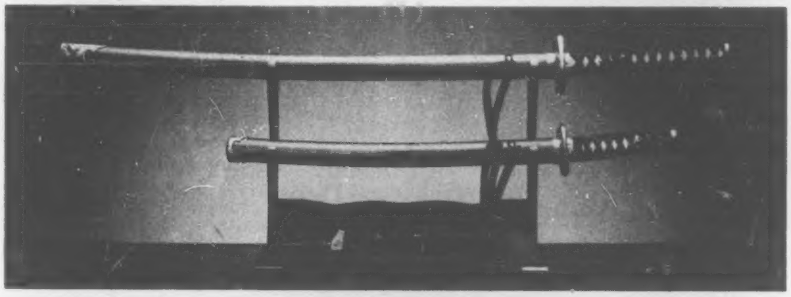
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jul 13

IT TAKES A MASTER STRATEGIST TO WIN THE RATINGS WAR



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Vol. 113 No. 2

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Jan. 1, 1986, with per-program agreements in effect for four years, retroactive to Jan. 1, 1987. New agreement raises annual blanket fees by 7.5%.

BMI contract has been "simplified" for blanket licenses, raising annual rates for some stations by 2% to 3%. New blanket licenses are retroactive to Jan. 1, 1987, while new per-program licenses took effect on July 1.

Committee is continuing to solicit funds from industry to pay off remaining legal and administrative debt from contract negotiations.

For television, May 5 trial date set by federal rate court in New York to establish "reasonable" ASCAP fees for blanket and program licenses for TV stations has been pushed back to October. Interim decision was handed down last winter by magistrate in Southern District for New York establishing retroactive ASCAP fees for period from April 1985 through March 31, 1988, of $60 million (BROADCASTING, March 9). In same ruling, magistrate said music fees should not be based on station percentage-of-revenue because formula is not adequate measure of value of music rights. Ruling is subject to change, pending outcome of rate trial, but sources indicate that BMI and All-Industry Television Station Music License Committee are close to agreement on similar interim operating procedures.

☐

Must carry. Group of cable operators, including United Cable and Daniels & Associates, have asked U.S. court of appeals in Washington to find FCC's new must-carry rules unconstitutional—violation of cable operators' First Amendment rights—just as it did old rules in summer of 1985. New rules, which are less onerous for operators than were old rules, are product of compromise between cable and broadcasting industries. Not appealing rules was Turner Broadcasting System, whose First Amendment suit was one of two that led to court outlawing old must-carry rules two years ago. In light of limited scope and duration of new rules—they're set to expire after five years—TBS said it was "unnecessary" to pursue a further judicial challenge.

In House, Representative Edward Markey (D-Mass.) has introduced bill to repeal five-year sunset provision of rules that set guidelines for cable carriage of broadcast stations. But at same time measure is on hold. It won't move until Congress deals with fairness doctrine.

☐

People meters. A.C. Nielsen and AGB Television Research Co. are scheduled to launch people meter TV viewing measurement services in September. First on-line people meter—launched in late April in Denver—was Arbitron and SAMI-Burke's ScanAmerica. Arbitron announced three weeks ago it was postponing national launch of service, previously scheduled for September of 1988, and is buying out SAMI-Burke, Time Inc. subsidiary. Another local service is being launched in New York in September by Seattle-based R.D. Percy & Co., which will monitor both program and commercial ratings.

Nielsen has not signed any broadcast clients exclusively for its people meter service. In fact, both ABC and CBS have formally indicated to Nielsen their intention not to renew three year contracts with the ratings service this September. CBS and NBC claim service's sample base is unreliable and have requested conventional (NTI) ratings service for another season. ABC wants Nielsen to proceed with people meter, but has asked for sampling performance guarantees. Nielsen has agreed and is negotiating money it will pay networks if it falls short of guarantees.

AGB has about 800 homes in its proposed 2,000 sample base on line (to be expanded to 5,000 by 1988). ■ ScanAmerica has signed one station in Denver market so far: KDVR-TV. All advertising agencies that buy in Denver on Arbitron are being supplied ScanAmerica numbers. ■ Percy now has about 400 homes installed in New York (out of 1,200) and has signed three stations there: WCBS-TV, WNBC-TV and WNYW-TV.

☐

Public broadcasting. Donald Ledwig was unanimously elected permanent president of Corporation for Public Broadcasting after serving as acting president seven months (BROADCASTING, July 6). Size of CPB board increased to eight with addition of three new members--Archie Purvis, Marshall Turner and Sheila Tate--and return of former chairman, William Lee Hanley (BROADCASTING, June 29). Former board member Harry O'Connor withdrew his nomination for second term (see "In Brief"). Confirmation of Charles Lichenstein for one of two remaining openings has been controversial: Lichenstein has been faulted by noncommercial system for reputedly believing that funding to CPB should be cut, but Senate source expects nomination to go through ("Closed Circuit," June 29).

Scrambling. House hearing last week on scrambling (BROADCASTING, July 6) seemed to indicate there is still congressional concern that home satellite marketplace is not working. Many members of House Telecommunications Subcommittee appeared skeptical of conclusions by FCC, NTIA and Justice Department that TVRO marketplace is competitive, particularly when dish industry continues to complain about access to programing and pricing. Bills have been introduced in Senate and House to promote fair marketing of scrambled satellite signals, but prospect for passage seems remote. Senate Communications Subcommittee is convening scrambling hearing July 31.

Summary of broadcasting
as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Space WARC. U.S. expressed qualified optimism in September 1985, following first session of two-session conference to develop plan for use of space services. However, controversy between developed and developing countries in first session prevented delegates from completing work in orderly way, with result that countries are concerned about planning for second session, in 1988. Under compromise reached, conference focused on fixed satellite services, agreeing that expansion bands associated with 6/4 hhz and 14/11-12 bands—where relatively few satellites operate—would be set aside for arc allotment planning. That was intended to meet demands of developing countries for guaranteed access to orbital arc. As for heavily used C- and Ku-bands, session said "multilateral planning method" would be developed for coordinating requirements in them. U.S. had backed such MPM at session, but since has been having second thoughts.

☐

Syndex. FCC has proposed rulemaking to reinstate rules requiring cable systems to black out syndicated programing on distant signals if it appears on local stations. Broadcast industry is chief advocate for return to syndex, along with motion picture community. FCC has extended comment deadline for syndex to July 22, with reply comments due Sept. 8. In compulsory license proceeding, comment deadline has been extended to Aug. 6, with replies due Sept. 21.

☐

TV stereo. Seven percent of U.S. TV households have stereo receivers, although vast majority of homes are within reach of broadcast stereo station. Some 400 stations will be broadcasting TV stereo by year's end and one source puts number of cable systems carrying broadcast stereo signal at 300. Receiver penetration is expected to increase, with 37% of all TV sets and 22% of all VCR's sold to dealers and distributors this year featuring stereo, according to the Electronic Industries Association.

☐

Unions. Some 2,800 technicians, newswriters and others struck NBC June 29. Company and National Association of Broadcast Employes and Technicians union failed to reach agreement on new contract after last four-year pact expired three months ago. Dispute centers on network's proposed increase in use of temporary employes and term of new contract. No new talks are scheduled. ■ Directors Guild of America gave Alliance of Motion Picture & Television Producers until 6 p.m. (Pacific time) Friday to respond to union's final counterproposal, which contains new residuals formula. Separate network talks were ongoing midweek. First DGA strike was possible by Sunday (July 12). Producers and directors were scheduled to meet Thursday. Ninety-six percent of guild members authorized union leadership to call strike against producers, with vote 3,294 for and 132 against. Members overrode guild leaders' recommendation for approval of concessionary contract with networks by margin of 602 to 148. ■ Also holding talks last week to settle labor walkout were five major animation studios and several hundred members of Screen Actors Guild.

Mutual Broadcasting System has agreed to new three-year contract for some 40 American Federation of Television and Radio Artists-represented editors and reporters. Contract includes 3% salary hike for on-air talent and 4% hike for editors.

Fox forges ahead with Saturday lineup

Despite problems with 'The Late Show' and less than glowing ratings, new network continues program roll-out

Life is not dull at Fox Broadcasting Co. these days. With the development of the Saturday night prime-time schedule, revisions in the format of *The Late Show*, this week's inclusion of Fox's prime time programing fare in Nielsen's three-network totals and continuing upfront negotiations with advertisers, FBC officials have their hands full.

Taking another step toward its long-term goal of becoming a fourth television network, Fox plans to have its second full night of prime time programing on the air by July 25. The programing service has ordered 13 half-hour episodes of four programs, three sitcoms and one action/adventure series, providing it with original material through September and an increased chance for sampling against network reruns.

Meanwhile, in the troubled late night area, Fox intends to introduce new elements in *The Late Show* in the next month, including short films, new acts and remote satellite feeds from night spots around the country, such as Dangerfield's in New York. The changes come when the program has sank to an all time low in the ratings. Two weeks ago *The Late Show* averaged a 1.7 national rating.

'Karen's Song'

Kevin Wendle, vice president of prime time and late night programing, who is serving as the program's acting executive producer, said he is concentrating on comedians as prospective replacements for Joan Rivers and would like to have the show "in place" by the fall with one, two or three regular hosts. Although many names have been mentioned as a possible replacement, including comedian David Steinberg, Wendle said it's too early to narrow the field. Fox, however, is working on a deal with comedian Arsenio Hall, who has guest hosted frequently since Rivers left, to make regular appearances on the program beginning in August.

As for the new prime time roll-out, which began Saturday (July 11) with the debut of a special two-hour *Werewolf*, at 8-10 p.m., the schedule looks like this: On July 18, there will be a special one-hour episode of *The New Adventures of Beans Baxter* at 8 p.m., *Werewolf* at 9 p.m. and the debut of *Karen's Song* at 9:30 p.m. The regular schedule will be in place on July 25 with the premiere of *Down and Out in Beverly Hills* at 8 p.m., *Beans Baxter* at 8:30 p.m., *Werewolf* at 9 p.m. and *Karen's Song* at 9:30 p.m. Most of the programs are in the can, which could mean that Fox will avoid problems this summer in the event of a strike by the Directors Guild of America.

Fox also hopes to build up a substantial audience on Sundays during the summer, despite the fact that *21 Jump Street*, *Married-...With Children* and *Duet* are already in repeats. There is one original episode left of *Tracey Ullman* and two remaining for *Mr. President*, which Fox officials renewed last week. Most of the production difficulties so far have been with *Mr. President*. FBC officials admit the quality of the show suffered initially because it was rushed into produc-

NBC wins; ABC takes second

NBC won the prime time week (ended July 5) with an 11.9 rating and a 23.8 share. ABC came in second, with a 9.7/19.3, followed by CBS's 9.2/18.4. A year ago ABC won the week with a 13.9/27 over-NBC's 11.9/23 and CBS's 9.5/18.

NBC took the evening news race with a 9.7/22, and CBS came in second with a 9.5/22. ABC scored a 9.1/20. Last year ABC won the weekly news race with a 9.9/22. At that time CBS came in second with a 9.4/21. while NBC finished with a 9.2/21.

The current standings for the summer season puts NBC on top with a 13.8/25 over CBS's 12.0/22 and ABC's 10.7/19. Last year the summer season standings were NBC 13.8/25, ABC 12.3/22 and CBS 11.9/22.

For the ratings week ended July 5, NBC took four nights in a row, Thursday through Sunday, while CBS took two nights, Monday and Wednesday, and ABC took Tuesday.

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	20.0/41
2.	Family Ties	NBC	19.5/38
3.	Growing Pains	ABC	17.0/30
4.	Cheers	NBC	16.7/32
5.	Designing Women	CBS	16.0/27
6.	Who's the Boss?	ABC	15.6/30
7.	60 Minutes	CBS	15.5/33
8.	Equalizer	CBS	15.3/28
8.	Moonlighting	ABC	15.3/27
10.	Newhart	CBS	15.1/26
11.	Sunday Night Movie	NBC	14.6/27
12.	Molly Dodd	NBC	14.4/27
13	Valerie	NBC	14.2/27
14.	Matlock	NBC	14.1/26
15.	L.A. Law	NBC	13.9/26
15.	Cagney & Lacey	CBS	13.9/25
17.	Monday Night Movie	NBC	13.6/24
18.	Spenser: For Hire	ABC	13.5/24
19.	Alf	NBC	13.2/26
20.	Tuesday Movie of the Week	NBC	12.8/23
21.	Head of the Class	ABC	12.7/24
22.	Perfect Strangers	ABC	12.6/25
23.	Miami Vice	NBC	12.5/27
24.	My Sister Sam	CBS	12.3/23
24.	20/20	ABC	12.3/23
26.	Kate & Allie	CBS	12.2/24
27.	Magnum, P.I.	CBS	11.3/20
28.	Rags to Riches	NBC	11.1/22
29.	MacGyver	ABC	11.0/20
29.	Night Court	NBC	11.0/19
31.	Sunday Night Movie	ABC	10.7/20
32.	Golden Girls	NBC	10.5/27
32.	Facts of Life	NBC	10.5/19
34.	Crime Story	NBC	10.4/23
34.	Sunday Movie	CBS	10.4/20
36.	Hunter	NBC	10.3/26
37.	Hotel	ABC	10.0/18
38.	Mr. Belvedere	ABC	9.7/22
38.	Mike Hammer	CBS	9.7/19
40.	Highway to Heaven	NBC	9.2/18
41.	Amen	NBC	9.1/23
41.	Monday Night Baseball	ABC	9.1/17
43.	Sledge Hammer	ABC	9.0/22
44.	Thursday Movie	CBS	8.9/15
45.	Star Spangled Celebration	ABC	8.2/21
45.	Tuesday Movie	CBS	8.2/15
47.	Our House	NBC	7.8/17
48.	227	NBC	7.7/21
48.	Me & Mrs. C	NBC	7.7/20
48.	Scarecrow & Mrs. King	CBS	7.7/15
51.	Friday Night Movie	ABC	7.6/16
52.	Stingray	NBC	7.5/18
53.	Hard Copy	CBS	7.4/16
54.	Movie Special	ABC	6.9/14
55.	Heart of the City	ABC	6.8/13
56.	News Special	NBC	6.7/12
57.	Our World	ABC	5.8/12
58.	Dallas	CBS	5.6/12
59.	Wizard	CBS	5.3/10
60.	Summer Playhouse	CBS	5.2/12
61.	Saturday Movie	CBS	4.1/11
61.	West 57th	CBS	4.1/10

*indicates premiere episode

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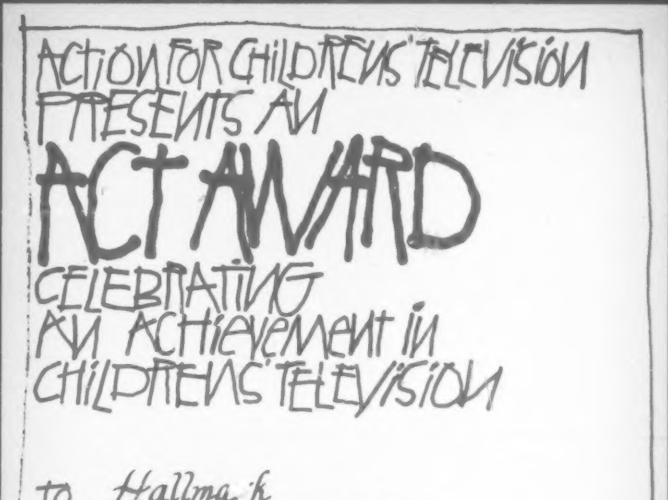

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SATELLITES '87

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Special Report

Satellites!

It's been 25 years since AT&T launched Telstar I, an event that forever changed the face of worldwide communications. It took broadcasters a conspicuously long time to figure out how to implement this new technology, but once they began they haven't stopped. The satellite newsgathering van has been to the 80's what electronic newsgathering was to the 70's, redefining local journalism as stations exponentially expand their coverage areas. And there is the first glimmer of what may redefine journalism in the 1990's—remote satellite sensing. Today it is a novelty, laden with technical, financial and legal dilemmas. But the dramatic pictures that can be obtained from the technology are lighting a fire in many a newsman's eye. And while it once appeared that direct-to-home satellite broadcasting might threaten terrestrial broadcasting and cable, it now appears more likely to complement the older media. A look at these and other satellite issues appears on pages 33 through 61.

With good reason, cable operators and broadcasters have never been fully comfortable with the idea of broadcasting television programing directly to homes via communications satellites. Having invested billions of dollars on earth-bound television media, they understandably feared a medium that has the power to bypass them.

But cable operators and broadcasters are more comfortable than ever with satellite broadcasting because for the next decade, at least, the space-age medium (in any of its various manifestations) is unlikely to compete with broadcasters and cable for the eyes of America. If anything, it will complement cable and broadcasting, providing programing to homes in small towns and rural areas that are unserved or underserved by terrestrial media.

The only kind of satellite broadcasting that exists today in the U.S. comes from the low-power C-band. Some 1.7 million homes have installed C-band earth stations now costing a few thousand dollars each to receive all the varied programing that is transmitted over C-band satellites—everything from scores of cable services to the broadcasters' "backhaul" feeds of baseball and football games.

Between 1980 and 1985, when the home satellite industry experienced its most rapid growth, the dish owners could receive all the programing on the satellites for free. But in January 1986, the major cable programers started scrambling their satellite feeds, making programing off-limits except to those who were willing to pay for it. Buying a dish, even at prices of around $2,000, was no longer the bargain it once was.

Today, with nine cable services scrambled and eight more with plans to scramble this year, the home satellite industry is in trouble. Although the scrambled cable programing is still available, it is apparently not at a price that consumers can justify on top of the $2,000 or so they must pay for a dish and descrambler. According to *Satellite Times*, sales of dishes that in late 1985 hit a rate of 45,000 a month have fallen off to a rate of about 12,000 a month. The number of manufacturers, distributors and retailers of dishes has fallen commensurately.

The home satellite industry blames the cable operators for the state of the marketplace. Without "a smoking gun" to prove it, they charge that operators have used their economic leverage with the programers to prevent the formation of packages priced low enough to keep dish sales brisk. They've been pressuring Congress for legislation that they feel will lead to such low-cost packages.

Another more powerful form of satellite broadcasting using medium-power Ku-band satellites may be in the offing. Because the satellites are more powerful than C-band satellites, the home reception equipment will be cheaper and the dishes will be smaller (around one meter). As a consequence, a Ku-band service could revitalize the home satellite market even if the retail price of the programing stays the same.

HBO and RCA Americom (soon to be GE Americom) have formed a joint venture to build and launch two satellites, Satcom K-3 and Satcom K-4, operating in the Ku-band with frequencies much higher than C-band. Crimson Satellite Associates, as the joint venture is known, hopes it can persuade cable programers to buy transponders on the birds and use them to send simultaneously programing to its cable affiliates and to the home.

Satcom K-3 and Satcom K-4 are in the early stages of construction and, even with full cable industry support, would not be ready for launch before 1989. However, GE Americom is giving programers a chance to make the jump to Ku-band almost immediately, offering leases of transponders on Satcom K-1, a satellite already on orbit, but slightly less powerful than Satcom K-3 and Satcom K-4.

Medium-power satellite broadcasting could provide real competition to cable operators, but it's not going to happen. HBO is offering cable operators the exclusive home satellite distribution rights to the programing it puts on the satellites (HBO, Cinemax and Festival) within their franchise areas and it's expected any other programers that go aboard the birds would do the same.

The key to Crimson's ambitions, however, may be Tele-Communications Inc. As the nation's largest cable operator and as a heavy investor in several cable programers, including Turner Broadcasting System (superstation WTBS[TV] Atlanta, CNN and CNN Headline News), it can have either a direct or indirect impact on the decision of all of the cable programers. TCI has been fingered as the chief culprit in the failure of C-band satellite broadcasting to develop as a competitor to cable and Crimson realizes that it has to sell TCI on its plans before it can sell any of the programers.

The potential market outside cable franchises is not to be taken lightly. Even though the cable industry is continuing to wire the nation, most industry observers estimate that between 10 million and 20 million homes will never be served by cable. Those homes would be the exclusive market of the satellite broadcasters.

And, finally, there is high-power Ku-band satellite broadcasting using frequencies set aside especially for what the FCC and purists call the direct broadcast satellite service (DBS). With DBS, home dishes become even smaller, perhaps as small as two or two-and-a-half feet. Many companies have flirted with DBS and Comsat nearly had a system in place before deciding that the risk and cost was too high and that it was better to write off the more than $100 million it had sunk into the project than to go ahead with it. Only two companies are still seriously talking about DBS, Hughes Communications and Hubbard Broadcasting.

SATELLITE VIDEO SERVICES

Hughes, which is planning a DBS system for launch in 1991, believes if programers want to reach homes directly, DBS is the only way to go. Medium-power satellite broadcasting can't compete with DBS because the DBS dishes will be much cheaper. According to Hughes's analysis, DBS will drive any medium-power service from the market, given comparable programing.

Hubbard Broadcasting, a pioneer broadcasting company, believes DBS is to TV in the 1980's what TV was to radio in the 1940's. Hubbard President Stanley Hubbard preaches the gospel of DBS to fellow broadcasters, hoping they will join him in adopting and underwriting the new medium (see "At Large," page 62). So far, followers have failed to come forward.

The low power road

Hughes Communications and HBO first started thinking about low-power satellite broadcasting, or what they called C-band direct, in the summer of 1983 with the launch of Hughes's Galaxy I, which HBO and other major cable programers had decided to make the primary cable satellite. The satellite was more powerful than any other C-band satellite, and HBO felt that if it could scramble its signals on the bird and persuade others to do the same, it could offer a C-band direct service to home owners and grab a big share of the noncabled market before Comsat or any of the other Ku-band satellite broadcasting venturers did.

HBO talked up the C-band scheme for more than a year, but it never attracted much enthusiasm from the other programers. By the fall of 1984, it was still moving ahead with the scrambling of its services and selling them to dish owners, but it was no longer trying to take a leadership role.

But while HBO was becoming disenchanted by C-band direct, others were becoming fascinated with it. In early 1985, Canaan Communications, a start-up company headed by former cable executive Holmes Harden, stepped forward and offered to pay for the scrambling of cable services in exchange for the exclusive home satellite rights. It was no small offer. By Harden's own estimate, scrambling 15 or so cable services would have cost at least $75 million.

Throughout the spring and summer of 1985, Showtime/The Movie Channel, MTV Networks, ESPN and Turner Broadcasting System talked among themselves about forming a joint venture to sell their services in a package in the rapidly expanding home dish market after the services were scrambled in 1986 or 1987. The Disney Channel and The Nashville Network were also reportedly interested in joining the programing consortium.

Early 1985 also marked a change in the attitude of cable operators toward the scrambling of satellite programing and the home satellite market. The operators, who had watched events unfold in the satellite broadcasting arena as little more than interested spectators, suddenly started demanding that all the major cable services scramble their feeds. They also sought to control the distribution of the scrambled programing to the dish owners.

The operators' interest in the home satellite industry grew out of their concern about the rapid proliferation of dishes, especially within their franchise areas. One study at the time concluded that one-third of the dishes being sold were going into cable areas. The operators were also concerned about the cable programers either on their own or through a third party such as Canaan setting up a C-band direct service that would bypass operators.

The 1985 boom in dish sales is due, in part, to the Cable Communications Act of 1984, which went into effect in December 1984. Although the Act stiffened penalties for unauthorized reception of scrambled signals, it legitimized the reception of unscrambled signals. For the first time, consumers could buy a dish, tune in any unscrambled cable service—none were scrambled at the time—and feel comfortable that they weren't video "pirates."

A study commissioned by the National Cable Television Association for its annual convention in June 1985 concluded that the industry would derive enormous benefits from scrambling. Assuming at least 20 services were scrambled and a marketing infrastructure were in place within a year, it said, operators and programers would realized $400 million over the next five years. "The direct financial benefits come from the sale of scrambled programing to backyard dishes. . . inside and outside of cable franchises and from recovering cable subscribers who would have switched to TVRO if they could receive cable programing for free," it said.

In May 1985, TCI proposed a cable operator consortium to scramble the feeds of all major cable programers and to market the signals to dish owners. Within weeks, the NCTA board adopted the proposal and began talking to lawyers about how they could implement it without running afoul of the antitrust laws.

None of the home satellite consortia talked about in 1985 came to fruition. Programers and operators agreed that Canaan Communications was a "middleman" that nobody wanted or needed. The programers' last hopes of working together were dashed in October when Turner Broadcasting Services announced it was no longer interested in playing along. And NCTA pulled out in November when it saw that its goals were being achieved without its direct involvement.

Setting the pace in program scrambling

When HBO scrambled full time in January 1986, it began selling subscriptions to dish owners through a toll-free number. Other major services followed HBO's lead—Showtime and TMC in May, superstation WWOR-TV New York in June and CNN and CNN Headline News Network in July. Since July 1986, several cable superstations (nationally distributed broadcast signals), Viewer's Choice, ESPN and USA Network have also scrambled.

According to the Satellite Broadcasting and Communications Association, more than 180,000 dish owners are now subscribing to at least one service. In congressional testimony earlier this month, HBO claimed to have sold 150,000 subscriptions and Showtime-TMC said it had 120,000. Last month, TBS said it had reached the 100,000 mark.

All the programers opted for the same scrambling system as HBO—General Instrument's Videocipher II—making it the industry de facto standard. Having a standard was important so that dish owners could receive multiple services through a single descrambler.

A few cable operators, led by TCI, secured the distribution rights to the scrambled services for their franchise areas and, in some cases, adjacent counties and promised to offer discounted packages of cable programing. Meanwhile, three of the programers—HBO, TBS and Showtime/TMC—began making licensing arrangements with other programers so they could offer national packages to consumers. TBS dropped out of the market last month, but HBO and Showtime/TMC are still at it, carrying their competition in the cable market into the home satellite market.

Showtime/TMC, which has been more aggressive in packaging and marketing for the dish owners, offers a package of 12 basic services—although not all the services are scrambled—as well as Showtime and TMC in a variety of pricing options. For dish owners who are willing to take everything and pay a year in advance, the price comes to just $21.50 a year.

At least three noncable companies, the National Rural Telecommunications Cooperative, Amway Corp. and Home Satellite Services have also tried to license the home satellite rights from the programers to offer packages of their own. To date, only the NRTC has managed to sign up any cable programers. Amway has the rights to the STV program service, SelecTV.

When the cable industry looks at the home satellite market today, it sees a thriving low-power satellite broadcasting business. When the home satellite industry—the manufacturers, distributors and retailers of home satellite dishes—looks at it, it sees a business on the verge of collapse, and it has statistics about declining dish sales and the closing of dish dealerships to prove it.

For help, the home satellite industry has turned to Congress as it has done with mixed success in the past. Among other things, it now wants Congress to require cable programers to license noncable-affiliated packagers to spur competition in the market that will bring down retail prices. It laid out its case earlier this month before the House Telecommunications Subcommittee.

"Showtime/TMC does not sell to independent-of-cable third parties," said Fred Finn, a Washington attorney representing the Home Satellite Television Association. "Neither does HBO, Cinemax, Disney or ESPN. Unless these practices are changed, the home satellite industry will exist, if at all, as a poor stepchild of the cable television industry. The consumer will be denied the choice, which technology has provided."

David Wolford, president of Home Satellite Services, told the subcommittee that "'programers like HBO and Viacom derive the vast majority of their revenue from cable operators. Are they really going to undercut the prices of their primary customers?...The market is moving into a dangerous situation. If present conditions are allowed to continue, home satellite TV will be controlled by its natural competitor, cable TV."

The NRTC is the only so-called "third-party" to put together any kind of programing package for the dish owners. But NRTC Chief Executive Officer Bob Phillips complained to the subcommittee that NRTC has been unable to strike a deal with any of the pay programers and ESPN and has been discriminated against by the basic programers that it has made deals with in terms and pricing. "Some of the contracts we have entered into exceed the cable wholesale price by 500% to 700% or more," he said. "We see no justification for this tremendous price differential. In order to obtain contracts, in some instances, we have also been required to accept restrictions in the marketplace we serve and the administrative service we may provide," he said.

Speaking for the cable industry, NCTA President Jim Mooney told Congress that the home satellite industry demands for regulation of the marketplace are unwarranted. "Cable programing is readily available to home dish owners at prices less than those paid by the average cable subscriber for the same service," he said.

For the past two years or more, the trade press has reported numerous complaints from mostly unnamed cable programers about how cable operators have intruded on the programers' scrambling and home satellite marketing planning. Publicly, the programers acknowledged that they favor cable operators in setting up their C-band direct distribution schemes, but say there is nothing collusive or illegal about it. It doesn't make sense for cable programers to compete with their established local distributors—the cable operators—any more than it does from General Motors to compete with the local Chevrolet dealer. Also, they say, vertically integrated companies like Time Inc. and Viacom are not going to jeopardize their valuable cable operations by aggressively promoting satellite broadcasting as a competitive medium.

One programer involved in trying to set up the TBS-ESPN-MTV Networks consortium in 1985 said that effort failed not because of pressure from operators, as some press reports speculated, but because of the inability of the parties—cable marketplace competitors—to agreed to terms on how to market the service and, more important, how to split the revenues. "Everyone thought his service was the most important one," he said.

A large part of the home satellite industry suffering today may have been self-inflicted, said Steve Shulte, executive vice president and general manager, Viacom Satellite Networks. The infrastructure of the industry grew up during a time when the "basic selling argument was erroneous"—that cable programing was available at no charge. When services started to scramble, he said, sales were no longer great enough to support the industry.

Those in the home satellite industry who thought the cable operators had too much of a role in shaping the C-band direct business were counting on the Justice Department, which opened an investigation into possible collusion between operators and programers to prevent competition. But Charles Rule, acting assistant attorney general, antitrust division, told the House Telecommunications Subcommittee that its "investigation has not uncovered the existence of any illegal concerted activity among cable operators" to pressure programers to scramble. He also indicated that although the Justice Department was keeping its parallel investigation into collusion in the marketing of the scrambled services open, it was going to allow the marketplace to evolve further before deciding whether to press the investigation.

In addition to help in establishing third-party distributors of cable programing to dish owners, the home satellite industry wants at least one more favor from Congress—passage of copyright legislation that would set up a copyright license for the distribution of local broadcast signals to dish owners. Whether broadcast signals can be distributed to dish owners under current copyright law is a question that is being hotly disputed. Indeed, Satellite Broadcast Networks, a New York-based start-up company, is being sued by the broadcast networks and their affiliates for distributing three network affiliated stations to dish owners.

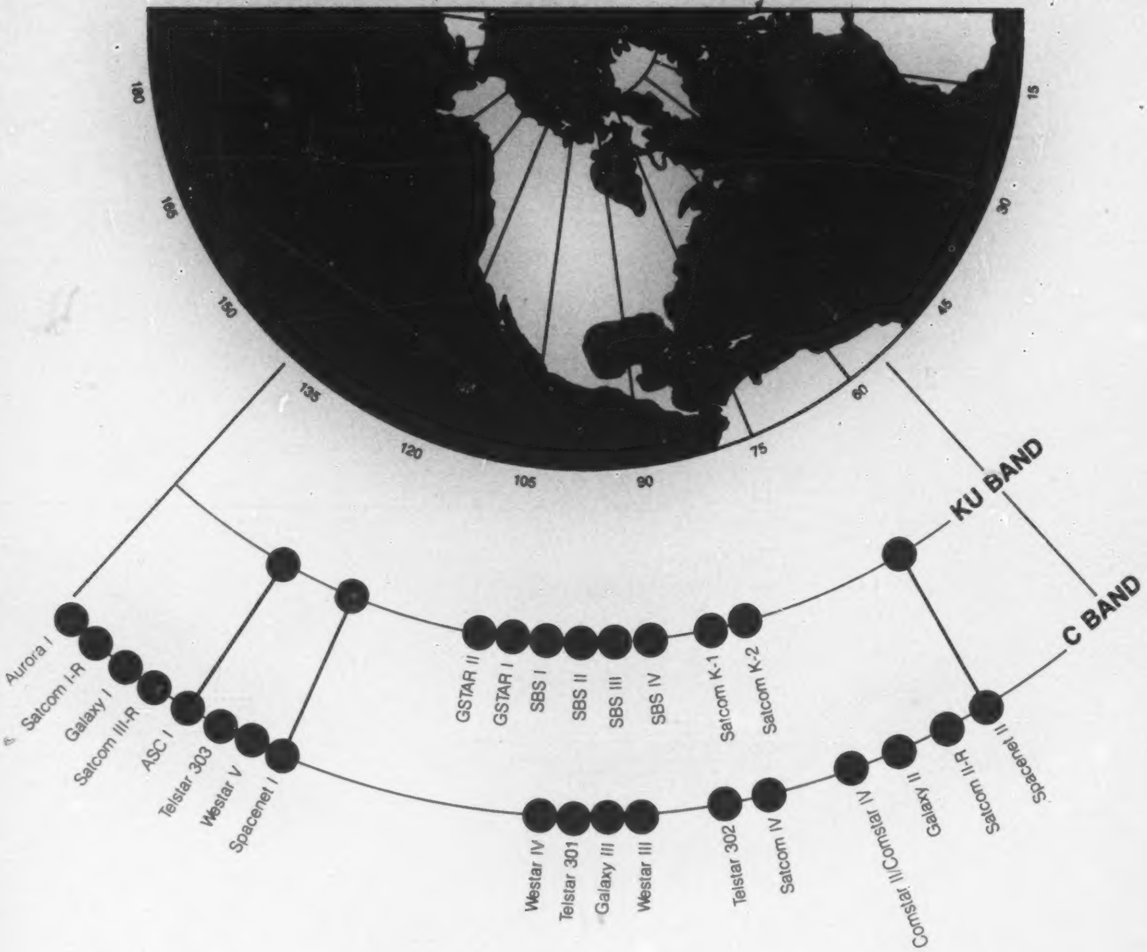
The history of medium power DBS

Medium-power Ku-band broadcasting is not a new concept. Several companies, including TCI, have seriously considered entering the business, and one actually did with dire consequences for its investors. In 1983, while HBO tried to bring cable programers together to offer a C-band service, Comsat and two start-up companies, United Satellite Communications Inc. and Inter-American Satellite Television, planned medium-power Ku-band service. Of the three, only that of USCI ever came to fruition.

Backed by Prudential Insurance and, to a lesser extent, by General Instrument, USCI charged into the marketplace in November 1983, offering a five-channel service in the Northeast using Telesat Canada's Anik C-II satellite. The service was marketed in several cities, beginning with Indianapolis. The initial retail price for the service, which included proprietary movie and music video service along with ESPN, was $39.95 on top of an installation fee of $300.

Although the price of the service came down, USCI failed to attract enough subscribers and revenues to put a dent in its high overhead and convince potential investors that the service had a future. In 1984, Prudential failed to raise $40 million through a private placement or find a partner to share the risk and costs. With about 10,000 subscribers, USCI went bankrupt in April 1985.

Comsat had planned to launch a medium-power service using SBS IV in late 1984 or early 1985 so that it could enter the satellite


180
165
150
135
120
105
90
75
60
45
30
15
KU BAND
C BAND
Aurora I
Satcom I-R
Galaxy I
Satcom III-R
ASC I
Telstar 303
Westar V
Spacenet I
GSTAR II
GSTAR I
SBS I
SBS II
SBS III
SBS IV
Satcom K-1
Satcom K-2
Westar IV
Telstar 301
Galaxy III
Westar III
Telstar 302
Satcom IV
Comstar II/Comstar IV
Galaxy II
Satcom II-R
Spacenet II

Satellite guide to the sky

Carrier	Satellite	# of Ku-band trans.	# of C-band trans.	Orbital slot	Launch date
American Satellite					
1.	ASC I	6	18	128	Aug. 1985
AT&T					
2.	Telstar 301	—	24	96	July 1983
3.	Telstar 302	—	24	86	Sept. 1984
4.	Telstar 303	—	24	125	June 1985
Comsat					
5.	Comstar II*	—	24	76	July 1976
6.	Comstar IV*	—	24	76	Feb. 1981
GTE Spacenet					
7.	Spacenet I	6	18	120	May 1984
8.	Spacenet II	6	18	69	Nov. 1984
9.	GSTAR I	16	—	103	May 1985
10.	GSTAR II	16	—	105	March 1986
Hughes					
11.	Galaxy I	—	24	134	June 1983
12.	Galaxy II	—	24	74	Sept. 1983
13.	Galaxy III	—	24	93.5	Sept. 1984
IBM					
14.	SBS IV	10	—	91	Aug. 1984
RCA Americom					
15.	Satcom I-R	—	24	139	April 1983
16.	Satcom II-R	—	24	72	Sept. 1983
17.	Satcom III-R	—	24	131	Nov. 1981
18.	Satcom IV	—	24	83	Jan. 1982
19.	Satcom V (Aurora I)**	—	24	143	Oct. 1982
20.	Satcom K-1	16	—	85	Jan. 1986
21.	Satcom K-2	16	—	81	Nov. 1985
MCI Communications					
22.	SBS I	10	—	99	Nov. 1980
23.	SBS II	10	—	97	Sept. 1981
24.	SBS III	10	—	95	Nov. 1982
Western Union					
25.	Westar III	—	24	91	Aug. 1979
26.	Westar IV	—	24	99	Feb. 1982
27.	Westar V	—	24	122.5	June 1982

*Comstar II and Comstar IV are co-located in same orbital slot. Although each satellite has 24 transponders, only 24 can be used at one time.

**RCA operates Satcom V, but it has sold the capacity to Alascom, which renamed the satellite Aurora I.

broadcasting before its high-power DBS birds were ready and avoid further erosion of the market to USCI and purveyors of C-band equipment. When Comsat finally bailed out of the satellite broadcasting business altogether in November 1984, it had an agreement in principal to join forces in the business with USCI.

After attracting the interest and backing of media mogul Rupert Murdoch, Inter-America Satellite Television became Skyband Inc. and began planning a five-channel medium-power service over Satellite Business System's SBS III for the spring of 1984. However, just as USCI was going to market in November 1983, Murdoch pulled the plug on the venture, citing the lack of low-cost reception equipment and programing and insufficient power of SBS III. To get out of its contract with SBS, Murdoch had to pay it $12.7 million.

Although USCI was a marketplace flop, it proved the technology. As its subscribers will attest, USCI delivered good quality pictures to one-meter dishes. Some of those dishes can still be found on roof tops in Indianapolis and Washington and in other communities where the USCI marketed its service.

That USCI lasted as long as it did is due in part to TCI. Throughout March 1985, it poured a few hundred thousand dollors to keep the service afloat while it tried to decide whether it wanted to buy the operation and enter the satellite broadcasting business. At the time, TCI President John Malone said satellite broadcasting could be an "adjunct" to the cable business and that, with TCI's help, USCI could be a more attractive (less expensive) way for consumers to receive cable programing once it is scrambled.

HBO first became interested in medium-power satellite broadcasting some time in 1984. According to industry sources, HBO and Viacom International formed a joint venture in 1984 to acquire Ku-band capacity and offer their cable services (and possibly others) directly to the home.

The deal ultimately came apart because, the sources say, Time Inc. officials felt that Time-owned HBO had given up too much to Viacom, its arch foe in the pay television business. Some have tied Frank Biondi's ouster as chairman and chief executive officer of HBO in the fall of 1984 to his preoccupation with satellite broadcasting in general and to the Viacom deal in particular.

In the spring of 1985, Viacom was one of many that looked closely at buying all of part of USCI before deciding to pass. Viacom officials said they were invited to join HBO and RCA in their Ku-band plans in the summer of 1986, but opted not to. Since then, Viacom has been pushing C-band for distributing programing to cable affiliates and homes.

HBO struck its initial Ku-band satellite deal with GE Americom in December 1985, but it wasn't until more than a year later that it publicly admitted that a selling point had been the Ku-band birds' satellite broadcasting capability. Last February, Robert Zitter, vice president, operations, HBO, told BROADCASTING that he had been urging the cable industry to embrace Ku-band before others did so. "Let's go grab the technology and use it so we cannot be leapfrogged by others who don't have an investment in our business and [who won't stop] at the franchise line," he said.

Because of the operators' concern about Ku-band signals, cable programers looking at the Crimson transponders have to convince their cable affiliates that Ku-band satellite broadcasting is more of an opportunity than a threat. To that end, HBO has promised cable operators exclusive Ku-band distribution rights within their franchise areas and non-exclusive rights outside the franchise areas. HBO is now reportedly trying to formalize a marketing agreement with TCI and some of its other major affiliates. According to Ed Horowitz, senior vice president, technology and broadcast operations, HBO, every programer who chooses to buy transponders from Crimson and enter the satellite broadcasting business will have to work out its own arrangements with its affiliates.

Even if the cable operators are appeased, Crimson may fail to attract a critical mass of cable programers to justify the completion of construction and launch of Satcom K-3. First of all, programers who have looked at the Crimson offering are suffering from sticker shock. Although Crimson is willing to negotiate price and financing, its asking price is $29.5 million for one transponder (for 10 years of

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service) and $28 million each for two or more. By comparison, in the early 1980's, cable operators purchased transponders on Galaxy I for at an average of about $10 million each.

The other problem is Viacom International, HBO's principal competitor in the cable programing business, and Hughes Communications, one of GE Americom's principal competitors in the satellite business. While HBO and RCA are pushing the industry to move to Ku-band, Viacom and Hughes are encouraging it to stay with C band, which served the industry since it first adopted satellite technology for distributing programing in 1975.

In November 1986, Viacom tentatively leased 21 C-band transponders on AT&T's Telstar 303, a relatively new satellite promising users service into the mid-1990's, figuring on using half for its programing services and subleasing the balance to other programers. Five month later, it reneged on the AT&T arrangement and struck a deal with MCI Communications for seven of its transponders on Hughes Communications' Galaxy III, another satellite capable of providing service into the middle of the next decade. The Weather Channel, C-SPAN and the new PPV Network being put together by a group of cable operators have also leased transponders on the satellite.

Andrew G. Setos, senior vice president, engineering and operations, Viacom Network Group, said Crimson's Ku-band technology is fine for satellite broadcasting, but for a number of reasons it's "dramatically inferior" to C-band for distribution of cable programing to cable affiliates. A switch to Ku-band technology would be an expensive move for programers and operators and it would result in no improvement in signal quality being delivered to the cable headends, he said. In fact, he said, it could result in signal degradation because of the susceptibility of the Ku-band signals to rain—a phenomenon known as rain fade.

And, according to Setos, the ability to deliver signals to small dishes on homes and apartment buildings, as the Ku-band satellite can do, does not offset the negatives. "I think it is misadvised to jeopardize the cable business for an unknown market," he said.

Hughes is working hand-in-hand with Viacom, promising to build additional C-band satellites if the cable programers commit to using in advance of their use. Hughes President John Koehler considers the decision of Viacom and other programers to stay with C-band instead of going to Ku-band "of strategic significance in our competition with RCA."

Crimson, of course, believes it does make sense for programers to step up to Ku-band gradually over several years. "It offers the freedom of choice for the future," said HBO's Horowitz. "Unlike C-band, where you are constrained where you can drop a dish because of the frequency interference problems, Ku-band allows you to go into the corners and get the smaller pocket of subscribers whether they are homes or a little hotel with 30 rooms because because [the reception equipment] is less expensive than it was before."

As for the cost, Horowitz acknowledged that Ku-band satellites will be slightly more expensive than C-band satellites, but, in the case of the Crimson satellites, the cost difference will become negligible when the Crimson intersatellite protection scheme in taken into account. Programers of Satcom K-3 will be protected not only by an in-orbit shadow satellite, but also by a ground spare.

To help programers cope with the high price of the Crimson capacity, Horowitz said, Crimson is offering programers various financing options, such as stretched payment schedules. Also, he said, Crimson is willing to cut a special deal with a major cable programer that want to step up and be the the satellite's second anchor. "We have a shopping mall. We have one anchor called HBO. We would like another anchor and for that other anchor we are willing to be very flexible," he said. "If you are not the other anchor, then you are not going to get the best deal."

While low-power and medium-power satellite operations are, in essence, alternative media for cable programing, DBS as envisioned by Hughes and Hubbard is a new source of programing that could be competitive with cable and broadcasting.

Hughes's Koehler said that Hughes is talking to "studios and broadcasters" as well as to cable programers about using the capacity on its proposed 32-channel DBS system. If the system's users' programing is "appealing enough" they could find some subscribers in cabled areas. "In some areas," he said, "there could be overlap."

Hubbard also talks about broadcasters and studios as potential users of USSB's system. "If DBS distributes a movie [for a studio], there is no local cable company," Hubbard said. "Paramount gets 50 cents out of the dollar right off the top. A major Hollywood producer, one of the big three, told me last year: 'Stanley, you get those satellite launched, and you get just a million homes, and you can put a card table up on Sunset Boulevard, and everybody will be lined up to sign up.' And, he said, 'I'll be at the head of the line.'"

Koehler doesn't believe medium-power satellite broadcasting can preempt high-power DBS. Hughes market research strongly suggests that the home reception of DBS would be so much smaller and cheaper than that of medium-power satellite broadcasting, he said, that consumer would opt in droves for the high-power service. "It's a price-elastic market," he said.

One of the reasons Comsat's DBS venture flopped was the lack of low-cost home reception equipment. That's not likely to be a problem for any domestic DBS service in the future because government-subsidized DBS ventures in Europe and Japan will create a demand for reception equipment there that will help insure a good supply in the U.S. when the need for it arises (see story, page 60).

Satellite broadcasting is an awesome concept. A satellite's signal can reach most of the homes in the country, whether in the heart of a rust-belt city, a hollow of West Virgina or atop a mountain in Colorado. Even if satellite broadcasting doesn't compete head-to-head with cable, it has potential as a complementary service, delivering programing to all the homes beyond the reach of cable systems.

Low-power C-band satellite broadcasting seems to have run into trouble. Anticompetitive cable operators, poor inherent economics or some combination of the two have put its future in real jeopardy. Legislation may or may not be the solution.

Medium-power satellite broadcasting could be a boon to cable programers. Whatever premium they pay for the Ku-band transponders they could easily recoup if they manage to sign up just a million or two satellite broadcasting subscribers. What's more, the advertiser-supported cable services would broaden their advertising base with each new subscriber, making them more competitive with the broadcast networks for national advertising dollars.

If not preempted by medium-power satellite broadcasting, high-power DBS could have its day some time in the mid-1990's when the cable programers are ready to lead the way. Stanley Hubbard thinks it can come sooner without cable programers, but, for that to happen, he'll have to convince broadcasters and others to take some risks few are used to.

Today, around 1.7 million Americans receive television directly from a communication satellites. One way or another, that number is likely to increase—how much will be determined, in large part, by the interests of the established media and the caprices of the marketplace.

By Harry Jessell

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DGA strikes, settles

Walkout that could have crippled TV and movie industries lasts just five minutes in Los Angeles; 10% TV raise, new residual formula in agreement

If this were a movie, not one of the 8,420 members of the Directors Guild of America could have come up with a better Hollywood ending: Less than a half hour after picketing began in front of The Burbank Studios, where Columbia Pictures and Warner Bros. are headquartered, a driver passes by and hollers for about 100 strikers to put down their picket signs. Negotiators for the guild and producers had just agreed on a tentative three-year contract. Directors at first act surprised, then elated, at the news that the selective strike against the two studios and NBC-TV is over, as is the threat of a lockout by more than 200 other companies, CBS and ABC.

In what may stand as the shortest strike in the history of the entertainment business, the DGA and Alliance of Motion Picture and Television Producers settled their differences last Tuesday (July 14) and struck a tentative agreement, averting a lengthy work stoppage that could have crippled the television and movie industries.

A mail-in ratification vote on the new pact—which provides a 10% raise in the existing minimum 15-day guaranteed wage of $17,935 for prepatory work on hour action-/adventure episodes, no residual roll-backs and the introduction of a new percentage-based residuals formula for the syndication market—was scheduled. But most guild members on the picket lines expressed confidence in their negotiating team and said they anticipated the contract would be approved.

The accord, reached at 6:05 a.m. PDT after an all-night 10-hour bargaining session with producers, followed by three-and-a-half hours a tentative agreement worked out by the guild in separate staff negotiations with NBC. The network, which would have been faced with filling vacant DGA posts in addition to the 2,800 left empty by the National Association of Broadcast Employes and Technicians strike, had broken away from CBS and ABC to engage in separate talks involving about 250 of its guild employes. CBS had threatened to lock out both freelance and staff directors in the event of a strike against NBC, while ABC officials said they would prohibit freelancers from working there.

While the DGA's network negotiating committee vote in favor of the new agreement was not unanimous, it was passed by a

NBC continues summer streak

NBC won the prime time week (ended July 12) with a 10.6 rating and a 22.4 share. CBS came in second with a 10.5/20.3. ABC finished the week with a 9.8/18.9. A year ago the finishing order was NBC 12.2/23, CBS 12.0/23 and ABC 10.1/19.

In the evening news race, NBC remained in the lead by closing out the week with a 10.4/23 over ABC's 9.5/20 and CBS's 9.1/20. Last year it was at tie between CBS and NBC with 10.0/22 each, and ABC 9.7/21.

NBC took only three nights for the week, Monday, Thursday and Saturday, while both ABC and CBS took two apiece. ABC took Tuesday and, uncustomarily, Friday. The Friday win for ABC came from the 12.5/26 (19th place) posted by the ***ABC Friday Night Movie, Consenting Adults***, as well as the 9.3/21 for ***Sledge Hammer***, from 8 to 8:30 p.m. and the 10.2/23 posted by ***Mr. Belvedere*** from 8:30 to 9 p.m. CBS took Wednesday and Sunday.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	21.0/39
2.	Cosby Show	NBC	20.7/40
3.	Sunday Movie	CBS	17.1/31
4.	Murder She Wrote	CBS	16.9/33
5.	Growing Pains	ABC	16.8/30
6.	Cheers	NBC	16.4/31
7.	Monday Night Movies	NBC	16.3/28
8.	Who's the Boss	ABC	16.1/30
9.	60 Minutes	CBS	16.0/34
10.	Valerie	NBC	15.6/28
11.	Matlock	NBC	15.5/28
12.	Moonlighting	ABC	14.9/26
13.	Equalizer	CBS	14.8/28
13.	Golden Girls	NBC	14.8/32
13.	ALF	NBC	14.8/28
16.	Designing Women	CBS	13.4/23
17.	Newhart	CBS	12.9/22
18.	Tuesday Movie	CBS	12.6/22
19.	Friday Movie	ABC	12.5/26
20.	20/20	ABC	12.3/22
21.	Amen	NBC	12.2/26
22.	L.A. Law	NBC	12.1/22
23.	Hunter	NBC	11.9/26
23.	Molly Dodd	CBS	11.9/22
25.	Night Court	ABC	11.6/22
26.	Tuesday Movie of the Week	NBC	11.3/20
26.	Sweet Surrender Special	NBC	11.3/21
28.	Head of the Class	ABC	11.2/22
28.	Cagney & Lacey	CBS	11.2/20
30.	Good Morning, Miss Bliss	NBC	11.1/25
31.	Perfect Strangers	ABC	11.0/23
31.	Magnum P.I.	CBS	11.0/21
31.	Thursday Movie	CBS	11.0/20
34.	Kate & Allie	CBS	10.9/20
35.	St. Elsewhere	NBC	10.7/20
36.	My Sister Sam	CBS	10.5/19
37.	Mr. Belvedere	ABC	10.2/23
38.	Sunday Movie	ABC	10.1/19
39.	Highway to Heaven	NBC	9.7/20
40.	Sledge Hammer	ABC	9.3/21
40.	Mike Hammer	CBS	9.3/19
40.	Sunday Night Movie	NBC	9.3/17
43.	Jennings/Koppel Report	ABC	9.2/16
44.	Monday Night Baseball	ABC	9.0/16
45.	MacGyver	ABC	8.9/17
46.	Facts of Life	NBC	8.5/20
47.	Disney Sunday Movie	ABC	8.3/18
48.	Rags to Riches	NBC	8.1/16
49.	Summer Playhouse	CBS	7.9/18
50.	Hotel	ABC	7.5/14
51.	Saturday Night Movie	ABC	7.4/16
52.	Major League Baseball (Fri.)	NBC	7.3/16
53.	Scarecrow & Mrs. King	CBS	7.2/14
54.	Twilight Zone	CBS	6.5/13
55.	Baseball, pregame (Fri.)	NBC	6.4/16
56.	Starman	ABC	6.3/12
56.	Our House	NBC	6.3/13
58.	Wizard	CBS	6.2/11
59.	Our World	ABC	6.0/11
60.	Webster	ABC	5.9/14
61.	West 57th	CBS	5.8/13
62.	Dallas	CBS	5.5/12
63.	Saturday Movie	CBS	4.1/9

*indicates premiere episode

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stone, both Montana (KXXL: 1450 khz; 1 kw-D; KWYS: 920 khz; 1 kw-D)—Seeks assignment of license from Serendipity Broadcasting Inc. to GNP Inc. for assumption of liabilities. Seller is principally owned by John Bronken and family, who have no other broadcast interests. Buyer is owned by Gary N. Petersen and Corrine Zickovich, who have no other broadcast interests. Filed June 30.

■ KQSR(AM) Williston, N.D. (660 khz; 5 kw-D)—Seeks assignment of license from Basin Broadcasters Inc. to Charles L. Scofield for $71,918. Seller is headed by Duane Simpson and also owns co-located KDSR(FM). Buyer owns KEYZ(AM)-KYYZ(FM) Williston, and KLPZ(AM) Parker, Ariz. Filed June 30.

■ WGTN(AM)-WAZX(FM) Georgetown, S.C. (AM: 1400 khz; 1 kw-U; FM: 106.3 mhz; 3 kw; HAAT: 360 ft.)—Seeks assignment of license from Seacoast Broadcasting Corp. to Beach Broadcasting of South Carolina Inc. for $1.1 million. Seller is owned by Richard T. Laughridge, Charles S. Morris and J. William Nichols. It has no other broadcast interests. Buyer is owned by Stewart Freeman and Robert Simpkins. It also owns WWBD(AM)-WWLT(FM) Bamberg-Denmark, S.C., and WPFR-AM-FM Terre Haute, Ind. Filed June 25.

■ WSJC-AM-FM Magee, S.C. (810 khz; 50 kw-D; 5 kw-N; FM: 107.5 mhz; 100 kw; HAAT: 490 ft.)—Seeks assignment of license from Southeast Mississippi Broadcasting Co. to CSB Communications Inc. for $2.2 million. Seller is Magee, Miss.-based group of two AM and two FM's owned by Jeannette Mathis, her sons, Robin and Ralph, and J.B. Skelton. Buyer is owned by Craig Scott and Stephen Vunyard. Scott was general manager of WREC(AM)-WEGR(FM) Memphis. Vunyard is president of Clayton Webster Corp., St. Louis-based radio syndication firm. It has no other broadcast interests. Filed June 24.

Actions

■ KZRQ(TV) Pine Bluff, Ark. (CP)—Granted app. for assignment of license from KIKX Inc. to Agape Church Inc. for $40,611. Seller is principally owned by Charles Ray Shinn, who also has interest in KIKX(FM) El Dorado, Ark. Buyer is owned by H.L. Caldwell; his wife, Jeanne, and Mary S. Keleman. It has no other broadcast interests. Action June 30.

■ WGTH(FM) Richlands, Va. (105.5 mhz; 450 w; HAAT: 800 ft.)—Granted transfer of control of High Knob Broadcasters Inc., debtor-in-possession, to The Brown Family Group for assumption of liabilities. Seller by has no other broadcast interests. Buyer is owned by Laurence R. Brown and family. It also owns WKGK(AM) Saltville, Va. Action July 6.

Summary of broadcasting as of April 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,878	170	5,048
Commercial FM	3,959	418	4,377
Educational FM	1,265	173	1,438
Total Radio	10,102	761	10,863
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	467	222	689
Educational VHF TV	113	3	116
Educational UHF TV	197	25	222
Total TV	1,320	273	1,593
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

Applications

AM's

■ Fort Pierce, Fla.—Linda Adams seeks 1030 khz; 5 kw-D; 1 kw-N. Address: 4358 Grenholme Dr., Sacramento, Calif. 95842. Principal has no other broadcast interests. Filed June 29.

■ Oviedo, Fla.—Marcelina Colina seeks 1030 khz; 25 kw-D; 500 w-N. Address: 7524 S.W. 179th Terrace, Miami 33157. Principal has no other broadcast interests. Filed June 29.

■ Cloverdale, Va.—Golden Rule Organization Workshop Inc. seeks 820 khz; 2.3 kw-D; 200 w-N. Address: 201 Progress St., Blacksburg, Va. 24060. Principal is nonprofit corporation headed by Virginia L. Baker. Baker owns WBZI(AM)-WLGY(FM) Xenia, Ohio, and WKGM(AM) Smithfield, Va. Filed June 20.

■ Dublin, Va.—Edward A. Baker seeks 810 khz; 1.4 kw-D. Address: P.O. Box 889, Blacksburg, Va. 24060. Principal is son of principal in above application. Filed June 29.

FM's

■ Camden, Ala.—Camden Broadcast Associates seeks 102.3 mhz; 3 kw; HAAT: 328 ft. Address: 415 N. College St., Greenville, Ala. 36037. Principal is owned by Dr. LaBaron A. Foster, Norman Figures and Paul H. Reynolds. Reynolds owns WAJO(AM)-WJAM(FM) Marion, Ala. Filed July 8.

■ Soldotna, Alaska—Gold Nugget Broadcasting Inc. seeks 96.5 mhz; 10 kw; 265.7 ft. Address: 374 Lovers Lane, 99669. Principal is owned by Paul and Linda Barr and Michael and Janet Freeman. It also owns co-located KCSY(AM). Filed June 30.

■ Phoenix—Radio Alliance Phoenix seeks 89.5 mhz; 100 w; HAAT: 1,649.5 ft. Address: 2719 E. Corona, 85040. Principal is owned by Clara Smith, and four others. It has no other broadcast interests. Filed June 29.

■ Eagar, Ariz.—Rex K. Jensen seeks 92.5 mhz; 100 kw; HAAT: 984 ft. Address: Box 368, Kanab, Utah 84741. Principal owns KHIL(AM)-KWCX(FM) Willcox and KJCY-AM-FM Mountain Home, Idaho. Filed June 30.

■ Morgan Hill, Calif.—Ethnic Radio of Los Banos Inc. seeks 96.1 mhz; 500 w; HAAT: 774.1 ft. Address: 1426 Shortridge Ave., San Jose, Calif. 95116. Principal is owned by Batista S. Viera and his wife, Delores. It also owns KLBS(AM) San Jose, Calif. Filed June 29.

■ Silver Springs, Fla.—Silver Springs-Ocala Broadcasting Inc. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1304 Northeast 33rd Ave., Apt. B, Ocala, Fla. 32670. Principal is owned by J.M. Robbins and his brother, Phillip. Phillip has interest WOSH(AM)-WMGV(FM) Oshkosh, Wis., and slight interest in six AM's and five FM's. Filed June 30.

■ Silver Springs, Fla.—Ocala Radio Inc. seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1813 Oakley Ave., Fort Myers, Fla. 33901. Principal is owned by Michael P. Joyce, who has no other broadcast interests. Filed June 30.

■ Silver Springs, Fla.—A.P. Walter seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 235 Catalonia Ave., Coral Gables, Fla. 33134. Principal has no other broadcast interests. Filed June 30.

■ Silver Springs, Fla.—Silver Springs Communications seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 836, 32699. Prinicpal is owned by Robert D. Stoehr and two others. Stoehr owns WQBQ(AM) Leesburg, Fla. Filed July 8.

■ Silver Springs, Fla.—Mark L. Wodlinger seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 4350 Shawnee Mission Parkway, Shawnee Mission, Kan. 66205. Principal owns Wodlinger Broadcasting Co., group of two AM's and one TV. Filed June 30.

■ Silver Springs, Fla.—Jim Johnson seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 1000, Bushnell, Fla. 33513. Principal has no other broadcast interests. Filed June 30.

■ Silver Springs, Fla.—Rosalia Bianco seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 153 Esther Dr., Cocoa Beach, Fla. 32931. Principal has no other broadcast interests. Filed June 29.

■ Silver Springs, Fla.—Sun Coast Communications Ltd. Partnership seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1800 SE, 0475, Summerfield, Fla. 32691. Principal is owned by Sharon Gallagher Hall, and 25 others. Filed June 30.

■ Silver Springs, Fla.—Silver Radio Partners seeks 95.5 mhz; 3 kw; HAAT: 328 ft. Address: 1001 22nd St., Suite

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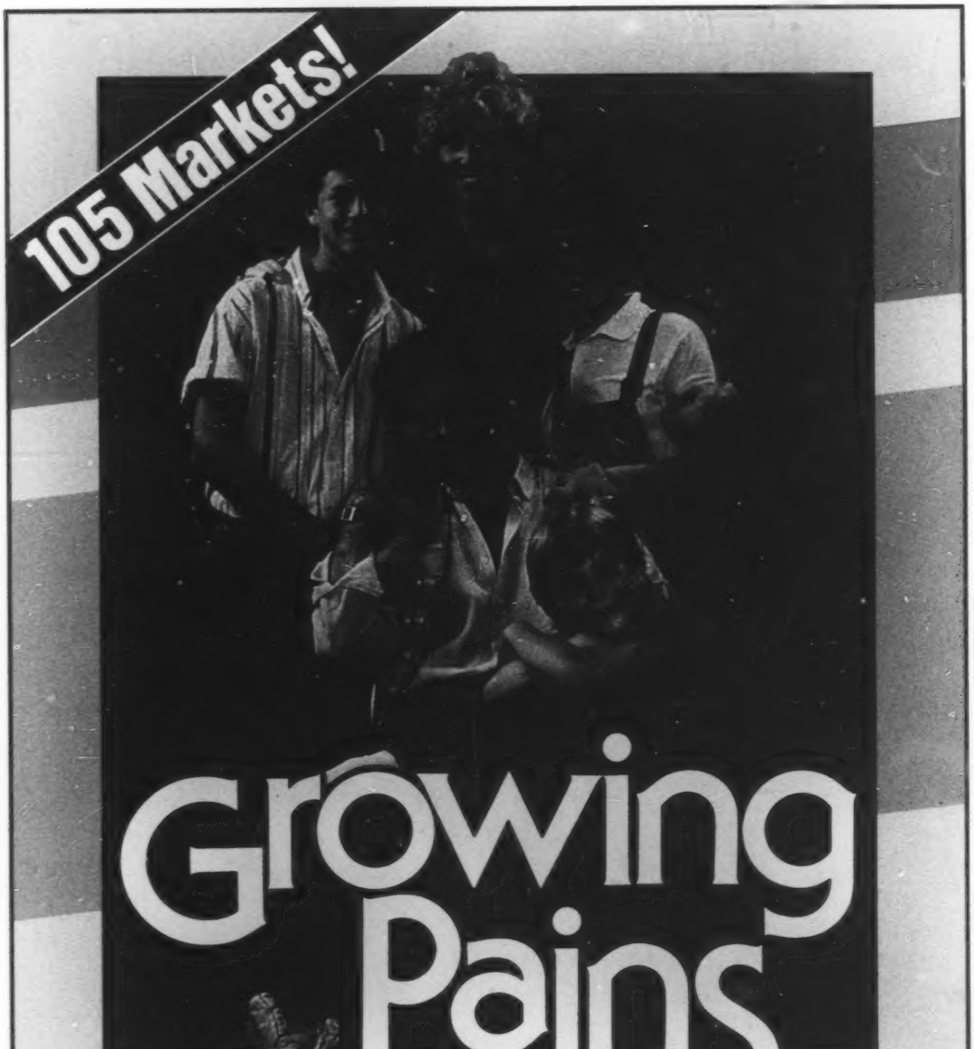
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RADIO '87

Vol. 113 No. 4

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library of background music and sound effects as 15's, 30's and 60's at NAB's Radio '87 in September in Anaheim, Calif. Toby Arnold, president and owner of the company, described The Ultimate as the "premiere product," offered in addition to six formats, three production libraries, a direct mail promotion called "Profit Mail," an ID division, jingles and a hands-on consultancy for radio. Toby Arnold & Associates deals in both barter and cash, distributing its formats by tape, its production libraries on LP and its newest production library on compact disk. Arnold said the company recently put two salespeople in the field "doing what we call concept sales, where they go in and work directly with the sales departments of radio stations calling on retail accounts and offering them the advantage of having their own songs in return for signing a commitment with the radio station to utilize time."

□

Audio Stimulation, Los Angeles, distributes the daily version of *The Wolfman Jack Show* to about 20 markets, and the weekend version, *The Wolfman Jack Graffiti Gold Show,* to about 100 markets. The weekend program generally runs between three and six hours (with some variations) and is sold on a cash-plus-barter basis, with the distributor retaining three minutes per hour. The programs are delivered by tape, with live feed-ins and length determined by special arrangement.

□

Audiophile Audition, Kentfield, Calif., is both the name of a one-hour weekly series for public stations and commercial classical outlets as well as the name of the producer. The series, which focuses on classical and jazz audio recordings, is heard on approximately 190 stations, 10 of which are commercial. It is underwritten by Telarc International, Cleveland, and hosted by John Sunier.

□

After five seasons, **Berklee College of Music**, Boston, is discontinuing *Jazz Beat from Berklee.* The annually produced eight-week series of 30-minute shows had been delivered at no charge on disk to more than 1,000 stations. *Jazz Beat,* which featured performances by Berklee faculty and students, "was not really reflective of a growing portion of our curriculum, which is now inclusive of not only jazz but of more popular styles," said Bruce McDonald, Berklee's director of development. A replacement series is being planned for distribution next spring. Its programing will be similar to *High Felicity,* a former Berklee production which featured rock and other forms of contemporary music. Tentative plans call for 30- and 60-minute versions of the show to be produced and distributed by tape and satellite. It will also be available at no charge.

□

In business since 1971, **Bonneville Broadcasting System,** Northbrook, Ill., has found itself a niche providing tape-form "24-54-appeal" music formats to more than 100 affiliates. "Ultra," 200 hours of random-select, one-tune-at-a-time, easy listening programing, is Bonneville's best seller (100 stations) with its 75% instrumental-25% vocal mix. The same 200 hours, but packaged as dayparted and preprogramed quarter-hours in matched flow form, have garnered 35 stations. Fifteen clients are carrying "Alpha," an adult contemporary program of 1960's, 70's and 80's vocal tunes.

Format fortunes. Highlighted below are the top radio formats, in descending order, according to the Radio Information Center in New York, which regularly tracks format additions and changes for more than 8,500 commercial stations. The list is as of mid-July 1987.

Country	2,464
Adult/soft contemporary	2,354
Contemporary hit	798
MOR/nostalgia	702
Religious	549
Easy listening	363
Album rock	312
Golden oldies	260
News/talk	169
Black (R&B)	162
Urban contemporary	125
Spanish	123
Diversified	122
Classical	49
Ethnic	33
All news	27
Jazz	18
Total	**8,630**

Bonneville has also developed television commercials promoting the formats for purchase by its clients. Future plans include a once-weekly, "New Age" light jazz/soft vocal format, likely of three hours length, for which it hopes to find a national sponsor and, for the first time, to switch to a barter payment system.

□

A 90-second science feature hosted by Dick Cavett is planned for fall release by **The Broadcast Group,** Washington. *Why in the World?* will "illuminate the sciences every day" and will be "filled with fascinating and gee-whiz stories mixed to a general adult audience," said Pegge Goertzen, president of The Broadcast Group. The company will also offer a new entertainment feature in addition to its four-year-old *Face-Off,* a two-minute, weekday debate between Senators Robert Dole (R-Kan.) and Ted Kennedy (D-Mass.). *Face-Off* has been picked up by Mutual Broadcasting's *A.M. in the Morning* and is now available to 290 stations, said Goertzen, who noted a replacement would have to be found for Dole should he announce his candidacy for President. The Broadcast Group's programs are offered for barter and are distributed on tape, disk or satellite, depending on the program.

□

Broadcast Programing Inc., Seattle, plans to introduce a contemporary hit radio format this fall to replace its hybrid CHR-AOR format, according to Jeff King, the distributor's director of client services.

Other taped formats offered by Broadcast Programing: oldies, targeted to the 30- to 44-year-olds; adult contemporary; modern country; MOR contemporary, and classical. The distributor plans eventually to switch from tape to a digital delivery system, King said.

The formats are available in both personality and unannounced versions, with sales handled on a cash basis. Rates range from $500 to $2,200 a month depending on the service and market size. The company also provides full consulting services that include Compu-List, computerized playlists updated weekly for the adult contemporary, country and rock formats.

□

Breakfast Serials, a series of old radio dramas, is in its third year of syndication by **Gert Bunchez & Associates**, St. Louis. Four-to-five-minute episodes are presented on weekdays with the climax run on Friday. Although it is out of production, Bunchez is continuing to syndicate *Comedy Cabaret,* 30- and 60-minute segments of old comedy shows. Three 90-second, five-day-a-week features are being offered: *Neighborhood Pharmacist, The American Way* (American success stories) and *Dr. Paul Donohue* (medical advice show). Bunchez products are sold on a cash-or-barter basis and distributed on tape.

□

Byline, which is produced by **The CBS Radio Station News Service,** is syndicated to 32 AM stations. It features 12 short-form reports on a variety of topics consisting of about a minute and a half in length. All are delivered five days a week with the exceptions of *This Day in History,* a daily, one-minute almanac piece, and *Report on Religion,* a twice-weekly hosted by Richard Osterling, religion editor of *Time.*

All of Byline's features are offered on a cash basis and delivered by either satellite or cassette. CBS affiliates may request shows to be produced, although none are in the works at present.

□

Century 21 Programing, Dallas, has turned two projects that were on the drawing board last year into reality this year—its *Gold Disk* and *Hit Disk* compact audio disk libraries. The first is a library of rock oldies, contemporary hit and adult contemporary songs from which stations can tailor a format depending on their needs. The latter contains separate CHR, AC and country libraries, on disk, that are updated weekly. In addition, the company continues to supply client stations (which total more than 500) with about 15 other formats on tape, cartridge and disk. On a smaller scale, Century 21 supplies clients with jingles and production libraries.

□

Churchill Productions, Phoenix, offers three blended formats to its client list of 50 stations. The company introduced a new format last spring entitled "Softsongs," which company President Tom Churchill describes as a "vocally based, easy listening format." WOOK(FM) Cleveland is the first "Softsongs" subscriber. In addition, Churchill offers an instumentally based, easy listening format, now with 32 subscribers, and *Radio One,* an adult contemporary format (blended in 10-minute sets), to which 18 stations now subscribe. Churchill will continue until early fall. Radio will run in early and late fringe. Target: men, 25-54. Agency: Ted Bates & Co., New York.

Kinney Shoe Corp. ☐ Back-to-school promotion for shoes is set to break in mid-August for six weeks in about 35 markets. Commercials will appear in all time segments. Target: women, 25-34. Agency: Sawdon & Bess, New York.

Nostalgia Channel's Weisberg predicts bright future for cable

Believes his service, geared to those over 49, will also prosper

According to Robert Weisberg, managing director of the Nostalgia Channel Inc., "cable TV viewers are in for major programing changes because a sleeping giant—the booming 'over 49' market—is awakening." This demographic group, to which the Nostalgia Channel is directed, is "now an $850-billion marketplace," he said, adding that "as Charlie Chan once said, 'when big money talks, few are deaf.' That's why advertisers are now targeting this market and why cable TV programing is being expanded to include this important demographic group."

During remarks made at the New York Television Academy, Weisberg offered 10 predictions about this group and cable TV. Among them: Within three years, the number of channels specifically programed to this group will increase to at least five services (four basic and one pay); "astute cable operators" will begin clustering program services directed to this demographic group, and producers will develop new programing geated toward them.

Additionally, he said that more older movies will be found and released from Hollywood's vaults "due to the growing interest in nostalgia," and these unreleased films "will find a niche in channels catering to the over-49 audience"; program services geared to them will "see dramatic growth curves during the next decade in tandem with the growth of the over-49's, and within three years advertisers will tap into this market."

Additionally, Weisberg predicted that by

NBC continues to set the summer pace

NBC took the week ended July 19, according to the Nielsen figures, with a 13.5 rating and a 26 share. CBS pulled in a 9.8/18.9, while ABC had an 8.8/16.9. Twelve months ago, the three networks ran much closer together, scoring in the low 12's for ratings and 23 or 24 for share figures. For the week ended July 20, 1986, NBC was on top with a 12.5/24, while ABC had a 12.2/23 and CBS a 12.0/23.

The evening news numbers showed a change in the finish order compared to last year's figures. This year's numbers for the week put the *NBC Nightly News* on top with a 10.4/23 over ABC's 9.9/21 and CBS's 8.4/18. Last year it was the *CBS Evening News* on top, with a 10.3/23, over NBC's 9.8/22 and ABC's 9.1/20.

For the summer season to date, NBC is leading with a 13.6/25 against CBS's 11.7/21 and ABC's 10.5/19. (A year ago the numbers were NBC 13.6/25, ABC 12.1/22 and CBS 11.9/22.

On a calendar basis, for the year-to-date, NBC leads with a 15.8/26. CBS has a 14.0/23 and ABC has a 12.4/21. Last year the YTD figures were NBC 15.7/26, CBS 14.5/24 and ABC 13.3/22.

NBC pulled a big win for the week—taking six out of seven nights—leaving CBS with Sunday, which the network held onto with a 13.8/27.2 over NBC's 11.5/22.5 and ABC's 8.5/16.6.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	20.3/38
2.	Cosby Show	NBC	20.0/40
3.	All-Star Game	NBC	18.2/33
4.	Cheers	NBC	16.9/31
5.	Golden Girls	NBC	16.1/34
6.	Growing Pains	ABC	16.0/28
7.	Who's the Boss	ABC	15.5/28
8.	Murder She Wrote	CBS	15.2/31
9.	Moonlighting	CBS	15.1/25
9.	Sunday Night Movie	NBC	15.1/27
11.	ALF	NBC	14.5/27
12.	Sunday Movie	CBS	14.3/26
12.	Hunter	NBC	14.3/30
14.	Monday Night Movie	NBC	14.1/25
15.	Molly Dodd	NBC	14.0/25
16.	Valerie	NBC	13.9/25
17.	Amen	NBC	13.4/28
18.	Night Court Special	NBC	13.2/24
19.	Designing Women	CBS	13.1/23
19.	Miami Vice	NBC	13.1/27
21.	Equalizer	CBS	12.9/24
21.	227	NBC	12.9/29
21.	L.A. Law	NBC	12.9/23
24.	20/20	ABC	12.7/23
25.	Thursday Movie	CBS	12.3/22
25.	AFI Comedy Special	NBC	12.3/23
27.	All-Star Pre-Game	NBC	12.0/23
28.	Spenser: For Hire	ABC	11.9/21
28.	Kate & Allie	CBS	11.9/21
30.	Cagney & Lacey	CBS	11.6/21
31.	Highway to Heaven	NBC	11.4/23
32.	60 Minutes	CBS	11.3/26
32.	Crime Story	NBC	11.3/23
34.	Newhart	CBS	10.8/20
35.	Magnum P.I.	CBS	10.7/19
36.	Facts of Life	NBC	10.3/25
37.	Perfect Strangers	ABC	10.1/21
38.	Sunday Night Movie	ABC	10.0/18
39.	Head of the Class	ABC	9.9/19
40.	Tuesday Movie	CBS	9.2/16
41.	MacGyver	ABC	8.7/16
41.	Sledge Hammer	ABC	8.7/20
43.	Mike Hammer	CBS	8.5/17
44.	Rags to Riches	NBC	8.3/17
45.	News Closeup	ABC	8.0/14
45.	Stingray	NBC	8.0/18
47.	Hotel	ABC	7.9/15
48.	Monday Night Movie	ABC	7.8/14
49.	Summer Playhouse	CBS	7.4/17
49.	Our House	NBC	7.4/17
51.	Saturday Night Movie	ABC	7.2/15
51.	Simon & Simon	CBS	7.2/13
53.	Our World	ABC	7.1/13
54.	Scarecrow & Mrs. King	CBS	7.0/14
54.	Twilight Zone	CBS	7.0/14
56.	Disney Sunday Movie	ABC	6.9/15
57.	Friday Movie	ABC	6.5/13
58.	Webster	ABC	6.4/16
59.	Dallas	CBS	6.1/13
60.	Starman	ABC	5.9/11
61.	West 57th	CBS	5.8/12
62.	Saturday Movie	CBS	4.4/10

*indicates premiere episode

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Accepted

- WNAQ (1380 khz) Naugautuck, Conn.—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.
- WMRE (1510 khz) Boston—Seeks mod. of lic. to operate trans. by remote control. Filed July 20.
- WWTG (1070 khz) Stanwood, Mich.—Seeks MP to change TL. Filed July 17.

FM's

Tendered

- KIOI (101.3 mhz) San Francisco—Seeks CP to change TL. Filed July 20.
- KOCN (104.9 mhz) Pacific Grove-Monterey, Calif.—Seeks CP to change ERP to 944 w; change HAAT to 559 ft. and change SL. Filed July 21.
- KKMG (98.5 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 65.3 kw and change HAAT to 2,155 ft. Filed July 21.
- WZTA (94.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 100 kw. Filed July 20.
- WERT-FM (98.9 mhz) Van Wert, Ohio—Seeks CP to change TL and change HAAT to 492 ft. Filed July 17.
- KCMA (92.1 mhz) Broken Arrow, Okla.—Seeks CP to change ERP to 2.25 kw; change HAAT to 373.9 ft. and change TL. Filed July 17.
- WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP to 724 w. Filed July 17.
- WWHT-FM (94.3 mhz) Goose Creek, S.C.—Seeks mod. of CP to change ERP to 1.43 kw; change HAAT to 478.9 ft.; change TL and make changes in ant. sys. Filed July 17.
- KCPX-FM (98.7 mhz) Salt Lake City—Seeks CP to change ERP to 40 kw. Filed July 21.

Accepted

- KMLE (107.9 mhz) Chandler, Ariz.—Seeks CP to change TL and change HAAT to 1,646.6 ft.
- KEYX (100.3 mhz) Globe, Ariz.—Seeks CP to change ERP to 24.8 kw and change HAAT to 3,015.9 ft. Filed July 15.
- KHYE-FM (105.5 mhz) Hemet, Calif.—Seeks CP to change freq. to 105.7 mhz; change ERP to 170 w; change HAAT to 1,023.4 ft. and change TL. Filed July 17.
- KXQA-FM (107.9 mhz) Sacramento, Calif.—Seeks CP to change TL and change HAAT to 492 ft. Filed July 15.
- WIXI (105.5 mhz) Naples Park, Fla.—Seeks mod. of CP to change ERP to 950 w and change HAAT to 583 ft. Filed July 20.
- WAJI (95.1 mhz) Fort Wayne, Ind.—Seeks CP to change TL. Filed July 15.
- KQXL-FM (106.3 mhz) New Roads, La.—Seeks CP to change freq. to 106.5 mhz; change ERP to 50 kw; change HAAT to 485.4 ft. and change TL. Filed July 17.
- KBBZ (98.5 mhz) Kalispell, Mont.—Seeks CP to change HAAT to 2,378 ft. Filed July 15.
- KLUV-FM (98.7 mhz) Dallas—Seeks CP to change ERP to 76.37 kw and change HAAT to 508.5 ft. Filed July 15.
- WEMI (100.1 mhz) Neenah-Menasha, Wis.—Seeks mod. of CP to change TL and change HAAT to 328 ft. Filed July 15.

TV's

Accepted

- KBTV (ch. 63) Des Moines, Iowa—Seeks MP to change ERP vis. to 1,200 kw; change HAAT to 1,804 ft. Filed July 17.
- New (ch. 18) Salina, Kan.—Seeks MP to change ERP vis. to 612 kw; change HAAT to 1,039.8 ft. and change TL. Filed July 17.

Actions

AM's

- WPCS (89.3 mhz) Pensacola, Fla.—Granted app. to change freq. to 89.5 mhz; change HAAT to 1,328.4 ft. and change TL. Action July 9.
- WPLA (910 khz) Plant City, Fla.—Granted app. to increase power to 5 kw. Action July 9.
- WCKW (1010 khz) Garyville, La.—Granted app. to change city of license to LaPlace, Ga.; change night power to 350 w; change TL and make changes in ant. sys. Action July 9.
- KBLG (910 khz) Billings, Mont.—Returned app. to change hours of operation to unlimited by adding night service with 500 w; increase day power to 50 kw; change freq. to 890 khz and make changes in ant. sys. Action July 9.
- WQKA (850 khz) Penn Yan, N.Y.—Returned app. to increase power to 1 kw. Action July 9.
- KANN (1090 khz) Roy, Utah—Granted app. to change TL and make changes in ant. sys. Action July 14.
- KASY (1210 khz) Auburn, Wash.—Returned app. to change city of license to Auburn-Federal Way, Wash.; increase night power to 10 kw and make changes in ant. sys. Action July 9.
- KJUN (1450 khz) Puyallup, Wash.—Returned app. to change freq. to 1440 khz; increase night to 25 kw and increase day power to 5 kw. Action July 15.

FM's

- KCFM (98.9 mhz) Chester, Calif.—Dismissed app. to change TL; change ERP to 25.2 kw and change HAAT to 2,555.1 ft. Action July 9.
- KEFR (89.9 mhz) Le Grand, Calif.—Granted app. to change HAAT to 2,136.6 ft. Action July 9.
- KFXD-FM (94.9 mhz) Nampa, Idaho—Granted app. to change ERP to 49 kw and change HAAT to 2,692.9 ft. Action July 9.
- WFBE (95.1 mhz) Flint, Mich.—Granted app. to change ERP to 50 kw and change HAAT to 242.7 ft. Action July 13.
- WCNL-FM (101.7 mhz) Newport, Mich.—Returned app. to change freq. to 101.5 mhz and change ERP 1.58 kw. Action July 9.
- WHSY-FM (104.5 mhz) Hattiesburg, Miss.—Granted app. to change HAAT to 984 ft. and make changes in ant. sys. Action July 10.
- KRNY (102.3 mhz) Kearney, Neb.—Granted app. to change TL. Action July 16.

el3

- KCMI (103.9 mhz) Terrytown, Neb.—Granted app. to change freq. to 96.9 mhz; change TL; change ERP to 100 kw and change HAAT to 692 ft. Action July 15.
- WOBO (88.7 mhz) Batavia, Ohio—Granted app. to change TL; change ERP to 15.5 kw and change HAAT to 465.7 ft. Action July 15.
- WPHR (107.9 mhz) Cleveland—Granted app. to change ERP to 15.85 kw and make changes in ant. sys. Action July 16.
- WBXQ (94.3 mhz) Cresson, Pa.—Granted app. to change TL; change ERP to 350 w and change HAAT to 957.8 ft. Action July 9.
- WWYN (106.9 mhz) McKenzie, Tenn.—Granted app. to change TL and change HAAT to 892.2 ft. Action July 10.
- KVRP-FM (95.5 mhz) Haskell, Tex.—Granted app. to change HAAT to 1,047.5 ft. Action July 13.
- WRFK-FM (106.5 mhz) Richmond, Va.—Dismissed app. to change HAAT to 491.3 ft. Action July 8.

TV's

- WKEB (ch. 16) Marathon, Fla.—Granted app. to change ERP vis. to 5,000 kw; change channel from 9 to 16 and change HAAT to 261.1 ft. Action July 13.
- KAID (ch. 4) Boise, Idaho—Granted app. to change ERP vis. to 56.6 kw and change HAAT to 2,474 ft. Action July 13.
- KSAX (ch. 42) Alexandria, Minn.—Granted app. to change ERP vis. to 2,770 kw, aur. 277 kw; change HAAT to 1,176 ft. Action July 10.
- WNOD (ch. 26) Jamestown, N.Y.—Returned app. to change ERP vis. to 715 kw and change HAAT to 597 ft. Action July 10.
- KZMQ (100.3 mhz) Greybull, Wyo.—Granted app. to change TL; change ERP to 56.2 kw and change HAAT to 2,443.6 ft. Action July 10.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	Sought by
New FM's	
KCWB	Interstate Broadcasting System of Arizona Inc., Glendale, Ariz.
WKLM	Graphic Publications Inc., Millersburg, Ohio
New TV	
KHIU	Davilo Broadcasting, Hilo, Hawaii
Existing AM	
KMDK	KPPL Huttner Broadcasting Co., Denver
Existing FM's	
WKLR	WEAG Horizon Broadcasting Inc., Indianapolis
KUSO	KCEO-FM First Stuart Corp., Tulsa, Okla.
WJYQ	WMXQ Ceder Communications Ltd. Partnership, Monks Corner, S.C.
KJMJ-FM	KKBH Crossroads Broadcasting Inc., Port Lavaca, Tex.

Grants

Call	Sought by
New AM's	
KJCC	Jerry Collins, Carmel Valley, Calif.
WACA	Concord Broadcasting Association, Concord, N.H.
WMYT	David H. Moran, Carolina Beach, N.C.
WLRG	David H. Moran, Timmonsville, S.C.
New FM's	
KBNN	Nuevo Communications Inc., Julian, Calif.
KTRX	Irvin Davis, Galveston, Tex.
New TV's	
WBUY	Relcom Inc., Holly Springs, Miss.
KMPX	Karen L. Hicks, Decatur, Tex.
Existing FM's	
WGHT	WHTE Communications Management National, L.P., Glen Burnie, Md.
KWJY	Dwaine T. Martin, Woodward, Okla.
KWOR-FM	KENB-FM KWOR Inc., Worland, Wyo.
Existing TV's	
KEYT-TV	Smith Broadcasting of California Inc., Santa Barbara, Calif.
KREG-TV	W. Russell Withers Jr., Grand Junction, Colo.

The Fifth Estate

C1750-1
8/5/87

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Broadcasting Aug 3

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Decline and Fall?

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Vol. 113 No. 5

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FCC expected to bite the bullet on fairness doctrine... page 27.

TV network revenue figures up 2.5% in second quarter... page 5.

Scrambling gets another Hill airing... page 29.

NBC signs up for Nielsen's people meter... page 34.

Football broadcast rights payments flat for 1987... pages 38-58.

FAIRNESS FAREWELL □ FCC expected to vote on Tuesday to scrap fairness doctrine, which will likely heat up some collars on Hill. **PAGE 27.**

BACK AGAIN □ Senate committee takes another look at scrambling marketplace. **PAGE 29.**

LOOKING UP □ Strong upfront market is causing analysts to increase per-share earnings estimates for the networks. **PAGE 30.**

PEOPLE WHO NEED PEOPLE METERS □ NBC becomes first network to sign for Nielsen's new people meter service. **PAGE 34.**

MAKING THE ROUNDS □ NBC's Tartikoff blasts ABC, CBS for ratings-poor summer programing; Grossman answers questions on missed GE sales story by NBC, documentary on Israel; Wright discusses NABET negotiations. **PAGE 31.**

PIGSKIN PARADE □ Rights paid by broadcasters for college and pro football remain flat from last year's $570 million. While network rights payments dropped, those paid by local stations increased. **PAGES 39-58.**

WEIGHING IN □ League of Women Voters announces debate sites for 1988 presidential campaign debates. **PAGE 64.**

CHILDREN's LOG □ California professor says his study contradicts FCC belief that marketplace adequately regulates nonprogram material aired in children's programing. **PAGE 66.**

GO-AHEAD □ NAB reverses stand, would accede to auctioning of nonbroadcast spectrum. **PAGE 70.**

REVISIONISM REACTION □ FCC Chairman Dennis Patrick warns industry against reregulators. **PAGE 70.**

BUCCANEER BROADCASTERS □ FCC, government officials shut down pirate radio station operating off the coast of New York. **PAGE 71.**

AD ADDITION □ Judge rules Showtime can continue controversial ad campaign mentioning HBO if it includes proper disclaimer. **PAGE 74.**

ALL-NIGHTERS □ NAB asks FCC to allow AM daytimers to extend hours on interim basis while commission reviews AM interference standards. **PAGE 76.**

DYNAMIC DUO □ Robert MacNeil and Jim Lehrer, co-anchors of PBS's *MacNeil/Lehrer Report*, have made a mark on journalism with their one-hour, in-depth alternative to the network evening news. **PAGE 94.**

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Football rights hold line at $570 million

Flat rights picture is aided by reduction in network rights payments, includes new package of games to ESPN

Broadcasters will pay about $570 million—the same amount paid last year—for the rights to carry professional and college football games in the 1987-88 season, according to BROADCASTING's annual tally of national and local rights figures. The flat football rights expense, which includes a new three-year NFL contract with the networks and the new appearance of ESPN, represents a break in a rising trend in football prices. Since 1984, when rights fees dropped 6.7% from 1983's total $536.6 million to $501 million, rights have climbed by 6% in 1985 to $530 million, and by 7.5% to $570 million in 1986.

The leveling-off follows several seasons of multimillion-dollar losses by the networks. In line with that, the new NFL contracts with the broadcast networks, totaling $425 million annually, represent a 14.1% decrease from last year, when the three paid $495 million. Aware that the three broadcast networks would be looking to cut their losses this year, the NFL sought to cover that decrease in its revenue by adding a new element to the package—a three-year, $153-million deal with cable programer ESPN for 13 games each year.

NBC gets the biggest break of the three networks in the first year of the new contract, with a reduction in payments to $120 million, from last year's $155 million, a 22.5% drop. CBS will drop 9% in the first year of the deal, from last year's $165 million to $150 million this year. ABC will also drop 9% in its payments, from $175 million last year to $160 million this year. ABC's rights reduction is tied to the drop of four Thursday-night games it has carried in the past. For its part, ESPN will pay $46 million in the first year of its contract. That fee increases to $51 million in the second year and $56 million in the third.

On the college level, ABC, CBS and ESPN are working under new four-year deals that will total $46.5 million in the first year. Last year the three paid $40.5 million for college rights, but not for comparable packages. ABC will relinquish its College Football Association schedule to broadcast part of a Big 10/Pac 10 package that was formerly the province of CBS, and CBS will broadcast a 16-game CFA package. ABC's college rights totalled $13 million last year, and this year will be $12 million. CBS will go from $12 million last year to $16 million this year. ESPN's new $70-million, four-year CFA deal raises its college rights from last year's $12 million to $17.5 million this year.

Although the amount the networks will pay is down 14%, the overall broadcast rights paid is flat because of increases paid by local radio and television broadcasters. Local radio station rights payments this year are up 23%, from $20.9 million last year to $25.8 million. Local television payments are up 19%, from $6.8 million to $8.1 million.

With the new NFL contract in hand and a strong upfront advertising market in which 90% of advertising inventory has been sold at medium to large single-digit increases, the only remaining question for the networks would appear to be ratings, which began trending downward again last season. In 1981, the combined ratings for CBS, NBC and ABC was 53.1 and they steadily dropped to 43.4 in 1984. In 1985 they rose to 48.1 but last season they dropped to 46.

Another factor that overshadows the pro season is the threat of a strike by the NFL Players Association. The players are in the last year of their contract with the league, and in 1982, the last year of the previous labor pact, the players struck, reducing the 16-game regular season to nine.

Through Ohlmeyer Communications, ESPN has now completely sold its preseason and regular-season NFL packages to stations in 13 cities of the competing teams, with the exception of Cleveland. ESPN's deal with the NFL requires that it spinoff the broadcast rights to stations in the competing cities. The first wave of clearances for preseason games went to six affiliates, and one independent: KUSA-TV Denver, WPLG(TV) Miami, WLS-TV Chicago, KARE-TV Minneapolis, KXAS-TV Dallas, KGTV(TV) San Diego and KTTV(TV) Los Angeles, the independent. Last week, five more stations, including two independents, were awarded regular-season games: WABC-TV New York, WCVB-TV Boston, WUSA-TV Washington, and the two independents, KCPQ(TV) Seattle and KTVU(TV) San Francisco.

Last year at this time the football marketplace was a very different one, according to network and agency executives. According to buyers and sellers of network football time who wished not to be identified, at this time last year the networks had sold only 25%-30% of their inventory. That produced a scatter situation in which spots were being purchased for Sunday games at fire sale prices.

According to agency and network advertising executives, this year's football upfront sales, and the sports marketplace in general, have been affected by a number of factors, not the least of which is the overall strength of an upfront marketplace in which there have been a number of new advertisers. "We're seeing a lot of new brand activity," especially cars, said Bob Blackmore, senior vice president of sales for NBC.

The speed with which upfront prime time sold was another factor. With a degree of "panic" setting in when the prime time marketplace began to open up, other dayparts began to break, said Steve Grubbs, senior vice president at BBDO.

The new NFL deal has also had a strong effect on the market. A number of advertisers said that the single-digit C-P-M increases the networks are getting is due to the more reasonable expectations they had (from the advertisers point of view) going into the market. If the networks "had been forced by their rights deals to ask for higher prices, we would not have seen the kind of money" that is now changing hands, said BBDO's Grubbs. With the new NFL contract in hand, all three networks have concluded three-year deals with charter football advertisers, notably beer companies and auto manufacturers.

Another factor contributing to the strong upfront football market this year is people meter data from the fourth quarter of last year, in which football scored well. "People meters have been friendly to sports in general, compared to other dayparts," said Jerry Dominus, vice president of sales for the CBS Television Network. Dominus also talked about the pace at which other CBS sporting events have been selling, such as the Pan Am Games (now sold out) and the U.S. Open, indicating a generally healthy market for sports that is spilling over into football sales.

All three networks will continue to work toward keeping their production costs for the NFL schedule down this season. According to the networks, there has been no complaint from advertisers about the economizing in producing games, something agency executives confirm.

Ted Shaker, executive producer at CBS Sports, said that last's year campaign to "assign facilities on a more efficient basis" achieved its goal of saving 5% to 6% in the NFL schedule's production budget. The average CBS game employs five cameras and three videotape machines, with the standard deviation from that number being a camera or two and one tape machine. Shaker said that CBS is also using fewer Chyrons (graphics generators) for both games and the *NFL Today*. According to Shaker and other producers, the most costly element in production is the people necessary to run the equipment. It is in that regard that Shaker and other producers talk of using facilities "more efficiently."

ABC will add to its coverage of *Monday Night Football* this year, using 10 cameras and six tape machines this year, versus nine cameras and five tape machines a year ago. Additionally ABC is adding a "telestrator," with which announcers can diagram plays, to its coverage this year. Larry Kamm, director of the broadcast, said that the addition of equipment normally means more cost, but that ABC has economized in other ways. It has learned, he said, not to "overcharge" itself for games, by bringing crews in on Sunday instead of Saturday for Sunday games.

The more efficient use of crews, however, can mean a strain on production, according to Kamm. In ABC's case, with the production of football, the World Series and the Olympics (and the huge rights fees associated with each of those events creating pressure to keep production costs down), the management of resources will be triply difficult.

In its first year of producing NFL games, ESPN will use 10 cameras and six tape machines. Additionally, ESPN coverage will incorporate the "X/O Cam," a camera whose operator will respond to the direction of former New York Giant coach Allie Sherman, who will monitor games from ESPN heaquarters in Bristol, Conn.

College football on TV continues syndication shakeout following Supreme Court ruling; new deals for ABC, CBS, ESPN

The college football marketplace, which was thrown into considerable disorder three years ago when the television plan of the National Collegiate Athletic Association was ruled unconstitutional by the U.S. Supreme Court, appears to have stabilized on the network level. CBS, ABC and ESPN each have struck new four-year deals with the major schools, conferences and associations in collegiate football. On the syndication level, the court decision resulted in a huge increase in the number of televised games, which, as many predicted at the time, were not all sustainable given the finite amount of advertising dollars in the marketplace.

The number of college games in syndication reached a peak of almost 200 telecasts three years ago, and industry executives believe that figure will drop to 100, or fewer, in the coming season. Last year, the Pacific 10 conference dropped out of the syndication marketplace, and this year the Big Eight conference has called it quits in syndication, along with independent powerhouse Penn State. The consolidation has put several syndicators out of the college football syndication business, including New York-based TEN Productions, and TCS, New Kensington, Pa. In addition, the Freedom Sports Network, Colorado Springs, which syndicated a package of Army, Navy and Air Force games last season, lost the rights to Army and Navy games and will offer only one or two Air Force broadcasts.

The Big Eight syndication package was handled by Raycom, Charlotte, N.C., whose bread and butter business is syndicated college basketball games, but which still syndicates Southwest Conference football. Schools and conferences getting out of syndication cite over-exposure as the primary reason or bad experiences with syndicators. The Big Eight's Tim Allen said that last year schools in the conference (located in the central time zone) were forced to move the kickoff of their games up to 11:30 a.m. local time to meet the 12:30 p.m. NYT start of the early syndication window. "The TV revenue from those games was not great enough to offset the lost attendance due to the early kickoff," he said.

TCS last year syndicated a regional package of Penn State, Rutgers and Temple University games. Penn State is now out of the syndication market, and Rutgers and Temple have joined the Great American Independent Football package, which Jefferson Pilot Teleproductions will offer for the first time this year. That package also includes Notre Dame, Boston College, Syracuse, Army, Navy, Pittsburgh and West Virginia. TEN Productions had been syndicating a package of Boston College, Pittsburgh and Syracuse games. Jefferson Pilot will continue to offer a separate package of Atlantic Coast Conference games.

There will also be fewer televised college games on cable this year. Perhaps the most prominent example of that is Turner Broadcasting's cutting back, by about two-thirds, the number of games it will offer. Its sole package will be an early afternoon (12:40 p.m. kickoff), 10 to 12 game slate of Southeastern Conference games, with pre- and post-game wrap-ups, starting Sept. 5. It decided earlier this year not to renew its prime time package (a mixture of Big 10-Pac 10-ACC-independents) or late afternoon package of Big 10 games. Rex Lardner, vice president, sports, explained the cutback this way: "Last year we did three packages and we lost money. The feeling was the supply and demand were way out of sync. The packages were limited in what they could deliver and there was too much football in the marketplace." He declined to state exactly how much TBS lost, but acknowledged it was in the millions.

The USA Network, which televised 11 college games last year (cherry-picking games by prearrangement from the Raycom, Jefferson Pilot and TEN packages), is dropping the sport from its schedule altogether this season. "We feel the market is oversaturated," said a USA spokeswoman. She said the network plans to counterprogram with entertainment fare.

But the shakeout in the total number of televised games, coupled with a strong upfront network marketplace, has resulted in what many television and advertising executives see as full recovery of the football marketplace, which had softened in early 1985 and remained that way through 1986. In fact, the sports marketplace generally is seen as the strongest it has been in two years. The 1987 college football marketplace, by some estimates, totals more than $75 million, with perhaps $55 million of that accounted for by the network marketplace, with the rest going to cable and syndication. Agency sources indicated that both ABC and CBS are getting $37,000 to $39,000 per 30-second commercial for their college games, and both networks are close to sellout of their packages. "It's a long way from the low [$20,000] rates they were getting last year," noted one sports consultant.

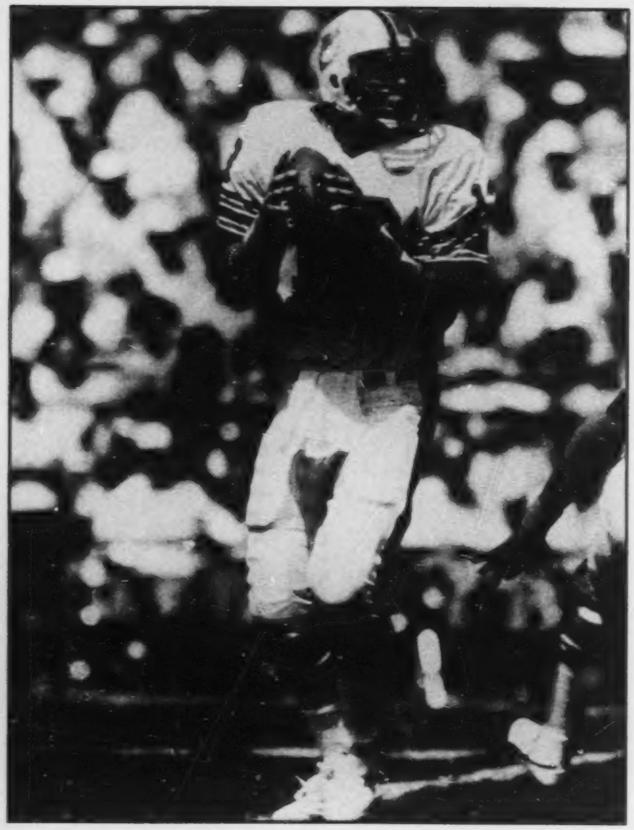
CBS signed a new four-year deal to carry the College Football Association last winter for $64 million, or $16 million annually. The CFA had been carried by ABC, whose two-year, $32-million deal expired at the end of last season. CBS is carrying 16 CFA games this year as well as the Army-Navy game Dec. 5. The CFA package kicks off Sept. 12 at 8 p.m. with Penn State at Alabama.

The CBS-CFA contract broke new ground in one respect. At the CFA's insistance, it is providing all the so-called "below the line" production facilities, including all the technical equipment for the physical production of the games, such as cameras and crews, mobile studios and satellite time. CBS will contribute the "above the line" talent, including on-air play-by-play announcer, analysts, game producers and directors. It is the first time that any network has agreed to the out-of-house production of any major sports series.

John Kasser, associate executive director of the CFA, will also fill the role of executive producer of the CFA telecasts seen on CBS. Kasser said the CFA insisted on doing the production work because "we felt we could save money by producing the games for less," and thereby realize a higher net gain on the network rights fee. It has farmed out the production work to F&F Productions, St. Petersburg, Fla., which has done a lot of freelance work for CBS in the past, including many of the Tampa Bay Buccaneer NFL games, some boxing matches and other events. F&F was one of several companies that submitted a bid for the work. Others included John Crow of Houston and Jefferson Pilot.

CBS thinks highly of F&F's work, although last week CBS Sports executive producer Ted Shaker expressed concern with the arrangement forged with CFA. "Producing a series like this is a very collaborative effort," he said. "So many people can take it down" with the flip of a wrong switch. Combining a CBS executive production team with a new outside production crew will certainly give the telecasts "a different feel," he said. Shaker last week seemed to question whether the arrangement was in the best interests of the sports division "in terms of editorial independence. We have produced our own programs throughout the years, and that is something in which I have definite pride. I'm not convinced [farming out the production] is the right thing to do."

The on-air talent for the games will include Brent Musburger doing play by play, with Pat Haden stepping in as the primary color analyst. A new game producer will also be in place, John Faratzis, who replaces Ric LaCivita, who left CBS to form an independent production company. Jim Nantz will again host the network's *College Football Report* before, during and after scheduled games. In post-season play, CBS will carry the John Hancock Sunbowl on Christ-



mas, the Mazda Gator Bowl on Dec. 31 and the Cotton Bowl on Jan. 1.

ABC picked up the rights to the Big 10-Pac 10 package of games in a four-year deal valued at $52 million, or $13 million a year. Last year, CBS paid about $10 million for the Big 10-Pac 10 conference. The package kicks off on Labor Day, Monday, Sept. 7, at 8 p.m. with USC at Michigan State. A network spokesman said it will broadcast 15 or 16 CFA games. But ABC kicks off its college schedule the week before (Aug. 30) with the first CFA game, the Mazda Kickoff Classic, which is being produced by Raycom. In an unusual deal, the syndicator bought the three-hour block of time on the network for the game and will sell and retain the advertising revenue for itself, according to a Raycom spokesman.

On the air, ABC has signed former pro quarterback and NBC NFL color analyst Bob Griese as the primary analyst for the Big 10-Pac 10 coverage. He'll join Keith Jackson, who returns as ABC's primary play-by-play announcer on the college side, and Mike Adamle, the WLS-TV Chicago sports reporter, who becomes the network's primary college football sideline reporter. The secondary team will consist of Gary Bender (play by play), Lynn Swann (color) and a sideline reporter to be announced. Al Trautwig and Jim Hill will form the new team of the network's college football wrap-up program, *College Football Today*, replacing Jim Lampley, a rising star at ABC Sports until his abrupt departure last month over a contract dispute with ABC Sports President Dennis Swanson.

ABC's postseason college play includes a Christmas Day doubleheader with the Kelly Tires Blue-Gray All Star Classic, followed by the Aloha bowl. On Jan. 1, the network will carry the Citrus Bowl and the USF&G Sugar Bowl. NBC does not carry regular season college football, but will carry the Fiesta, Rose and Orange Bowls on Jan. 1.

Despite the fact that some cable networks are cutting back college coverage, ESPN is adding a second package of CFA games in the late afternoon (12 games) to complement its 16-game prime time package. The network has a new four-year agreement with the CFA for two packages each season valued at $70 million, or $17.5 million annually. The network also has two smaller packages, a late-night Saturday package of four or five games and a six-game Thursday night package, both of which will feature lesser known schools. Altogether, EPSN will have as many as 39 games this year compared to 27 last year. A spokeswoman for ESPN said the reason it picked up the second package was the success it had with the prime time CFA package last season.

ESPN's prime time on-air talent includes Jim Kelly (play by play) and Kevin Kiley (color). The afternoon CFA announcing team includes Mike Patrick on play by play (he will also do the play by play for the network's late season NFL telecasts) and Lee Corso (color). Tim Brando moves up as host of the college wrap-up show, replacing Beano Cook, who will focus on pre-produced features for the same program. In the postseason, ESPN will carry the California Bowl, Holiday Bowl and the Ricoh Japan Bowl.

While some schools and conferences have opted to forgo the syndication market altogether, others are putting together their own packages. That is what the Big 10 is doing for the first time with football. Actually it is farming out all of the production, marketing and sales work to RCM Inc., Champaign, Ill., which is headed by Bill Rasmussen, founder of ESPN. Technically RCM is not a syndicator, but it provides most of the same services. The difference, according to Rasmussen, is that the Big 10 retains the rights to its games and has more of a say in how they're packaged and marketed. RCM, he said, receives a flat "retainer fee," while the conference will keep the balance of the games' advertising sales.

Last year, the Big 10 netted about $9 million in rights fees from televised football. It had both a syndication and cable deal with TBS. Under the new arrangement with RCM, Rasmussen projects the conference may yield close to an additional $2 million over last season. "It's their product," he said. "We are just facilitating its distribution." Former ABC Sports producer Chuck Howard will produce the 13-game package. RCM will also produce out of its Champaign studios a *Big 10 Today* wrap-up show. On-air talent includes Jim Simpson (play by play) and Steve Davis (color), with Chris Schenkel (play by play) and Frank Broyles (color) doing occasional prime time games. The Big 10 syndication package will be cleared in about 40% of the country primarily in the Midwest and on Madison Square Garden Network in the Northeast.

RCM is doing similar kinds of packages on a smaller scale for two Big 10 schools, Illinois and Iowa.

The Public Broadcasting Service will again carry a package of Ivy League games produced by Transworld International, New York. Mizlou, the New York-based syndicator, will distribute six postseason bowl games, including: Independence (Dec. 19), Freedom (Dec. 30), Bluebonnet (Dec. 31), Peach (Jan. 2), East-West Shrine Classic (Jan. 16) and Senior (Jan. 23).

NFL returns to CBS Radio; Mutual has pro and college schedule, while NBC also has college games

On professional football's network radio front, CBS Radio recaptured the exclusive NFL rights package from NBC, signing a three-year deal for $17.25 million. CBS held the NFL radio rights for seven consecutive years before NBC won the bid for a two-year contract with $11 million, prior to the 1985 season. The new CBS agreement, however, involves an increase from 37 to 40 games annually over the previous contract.

The package is composed of 16 Monday night games, eight Sunday night games, four Saturday games, two Thanksgiving Day games and 10 post-season games including the Super Bowl and Pro Bowl, all of which will air over the CBS Radio Network. The first Monday night game is slated for Sept. 14 with the New York Giants at Chicago Bears.

"By the time we hit the air with our first game, we should be 75% sold out with season-long sponsorships. The rest of our inventory will be on a scatter basis," said Steve Youlios, vice president, sales, CBS Radio Networks. Among the season-long sponsors are: Anheuser-Busch, Buick, Honda and Richardson-Vicks.

CBS is projecting a line-up of some 300 stations for its 1987 coverage. Thus far, the games have been cleared on 216 stations, including all of the top 10 markets and 41 of the top 50 markets.

The primary announcer team for CBS Radio is Jack Buck and Hank Stram. Other CBS sportscasters slated to work the games are Pat Summerall, Jim Nantz, Pat Haden and Jim Kelly.

The network is also readying several different elements for its NFL coverage. The list includes the *NFL Preview* series, a 15-

minute, weekly program hosted by CBS Sportscaster Brent Musburger and CBS Sports analyst Jimmy (The Greek) Snyder that features a preview of the upcoming weekend's matchups. The series will be fed to stations on Fridays from Sept. 11 through Jan. 29, 1988. And at the end of each game, CBS will air *NFL Talk*, a live, one-hour post-game show with a listener call-in segment. The show will be hosted by Hank Stram with Jim Nantz co-anchoring from the CBS studios in New York. In addition, from Aug. 31 to Sept. 11, CBS will present the *NFL Preseason Preview*, 10 two-minute reports hosted by CBS Sportcaster John Madden.

On the college side, the CBS Radio Network will air three bowl games: Independence, Sun and Cotton.

■ Mutual will again present 16 regular-season NFL doubleheaders, beginning Sunday, Sept. 13, with San Francisco at Pittsburgh and Seattle at Denver. (Mutual has yearly contracts for Sunday broadcasts with most NFL franchises.) The primary announcer teams for Mutual football are Tony Roberts with Jack Ham and Joe Meyers with Jack Snow.

Mutual's 1987 college agenda includes 11 Notre Dame games, which begin Sept. 12, and 11 major college games that entail both the "College Kick-Off Classic" featuring Iowa and Tennessee on Aug. 30 and the annual Army-Navy game on Dec. 5. The network will also have four college bowl games: Aloha, All-American, Holiday and Sugar.

■ NBC Radio Network, which was just purchased by Westwood One (BROADCASTING, July 27), will be airing the same five college bowl games it had on its agenda last year: Gator, Liberty, Fiesta, Rose and Orange.

A team by team look at the 1987 season

WSB(AM) will have roughly 50 stations in its regional network for broadcasts of all **Atlanta Falcons** football games. The network, said Michael Faherty, the station's vice president and general manager, includes stations in Florida, Alabama, South Carolina and North Carolina. This year WSB hired a sports sales specialist, who also obtains advertising for the station's other sportscasts, including the Atlanta Braves and University of Georgia football and basketball games. As a result, said Bob Huntley, general sales manager, advertising sales for the broadcasts are "in much better shape.... We are 30% ahead of where we were pacing last year." Sponsors include Delta, Honda, Chevron and Miller beer.

WAGA(TV) Atlanta is in the last year of its current contract to televise four preseason Falcons games. Diane Harnell, the station's local sales manager, said sales are going very well, and although details of some major sponsorships are still be ironed out, sales are ahead of last year.

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Radio sales for the **Buffalo Bills** "have been excellent, ahead of last year," according to WBEN(AM) salesman Dan Voegtly. The station's availabilities are about 90% sold, with network positions completely gone, he said, and "the response has been very, very good." WBEN offers a weekly, two-hour pregame show, a postgame show with locker room interviews and a postgame call-in segment. Fans are invited to a weekly tent party outside the stadium before the game, sponsored by a local bank. WBEN airs a Monday night block of football programing at 6-9 p.m. including a sports talk program, a coach's show and listener call-in. The game begins at 9 p.m.

TV coverage of the preseason games is handled by WKBW-TV Buffalo, with commentary by Rick Azar and NBC's Paul Maguire. NBC carries the regular-season games, but WKBW-TV provides coach and team interviews in a half-hour weekly highlight show each Saturday. Genesee Brewing is this year's major sponsor, with automotive, financial, fast food and soft drink advertisers among others signed. General sales manager Richard Shephard said availabilities are about 75% sold. Sales are "improved" over last year, he said, "and so is the team."

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The **Chicago Bears** have a new local preseason TV rights holder—WLS-TV—which has a four-year contract with the team. WBBM-TV was the previous rights holder.

On the radio side, WGN(AM) enters the final year of a three-year deal with the Bears. Sales are reported to be brisk at both stations. The major sponsor on the TV side is Ford, while major radio sponsors are True Value Hardware, Amoco, Chevrolet, Pizza Hut and G. Heileman Brewery.

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WKRC(AM) Cincinnati holds the radio rights for the four pre-season and 16 regular season games of the **Cincinnati Bengals.** In the final year of a three-year contract with the team, the station will feed coverage to a regional network of 30 to 40 stations, said John Soller, the station's general manager. Sponsors for the broadcasts, and for several pre-and-post-game shows include Budweiser, Honda, Blue Cross-Blue Shield of Ohio, Oscar Meyer, Sears and Kroger supermarkets.

NBC affiliate WLWT(TV) will broadcast three live and one tape-delayed pre-season games. Anthony Kiernan, WLWT vice president and general manager, said that advertising sales were "fair," and included Coors, Buick Dealers and Kentucky Fried Chicken. The games, for which the station holds the rights, will also be distributed to TV stations in Lexington, Ky., and Dayton, Ohio.

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WJW-TV Cleveland is in the first year of a three-year contract to cover the **Cleveland Browns.** The station will cover four preseason games (three live, one tape-delayed), said operations manager, Lou Gattozzi. The station will augment its coverage with its Sportscenter 8 reporters Casey Coleman and John Tellich. Major sponsors are being signed now and Gattozzi reports sales are on schedule.

Browns owner Art Modell's WWWE(AM) will be covering all the Browns games with play-by-play again handled by Nev Chandler with 13-year Browns veteran Doug Dieken doing the color commentary. The station will have a countdown show before the game, a coach's show and a Browns wrap-up. Jim Mueller will join Dieken for the coach's show and the wrap-up. Director of sports marketing, Bill Coleta, said major sponsors include Anheuser-Busch, the Ohio Lottery and Blue Cross/Blue Shield.

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KXAS-TV's schedule of **Dallas Cowboy** games will depend on whether two of the games are sell-outs, in which case they will be broadcast. The station will definitely have an Aug. 15 match-up with the San Diego Chargers, as well an ESPN game for which it was the winning bidder. The station's Cowboy coverage will also include two half-hour Sunday morning shows, hosted by, respectively, Cowboy president and general manager, Tex Schram and coach, Tom Landry. The station will also run the Tex Schram show on Saturday evening in place of a sixth day of *Wheel of Fortune*. The station's program manager, Russ Thornton, said that the trade-off between the two programs is "a wash."

KRLD(AM)'s coverage of Cowboy games will again be supplemented by shows hosted by Landry and Schram, and Cowboy greats Bob Lilly, Charley Waters and Preston Pearson. The games will again be distributed by the Texas State Network.

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KOA(AM) Denver is broadcasting the entire **Denver Broncos** schedule including the opening preseason game against the Los Angeles Rams, which will be carried live from London's Wembly stadium. Bob Martin and Larry Zimmer return as announcers. Each week there will also be a 90-minute pregame show and 90-minute postgame, locker room show.

Announcers Ron Zappolo and Dave Logan will handle preseason Broncos telecasts on KCNC-TV Denver. Two games will be covered: Aug. 15 against the Green Bay Packers and Aug. 29 against the Rams. Two other stations, KRDO(TV) Colorado Springs and KJCT(TV) Grand Junction, Colo., will carry both games as well. Ad sales are going "fairly" well, according to Lon Lee, KCNC-TV vice president and program manager, especially for a market that has had a "soft economy" in recent years. During the regular season, KCNC-TV will produce two Bronco shows, *Broncos Beat* on Saturday evening and the *Dan Reeves Show* on Monday night.

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WJR(AM) is beginning the second year of a three-year deal for exclusive radio rights to **Detroit Lions** football. The station is assembling a Lions station network of some 40 outlets as part of its new "WJR Sports Network" (see "Riding Gain," p. 60). Among the radio sponsors for this year's games are: Ford, Anheuser-Busch and the Elias Brothers restaurant chain.

WJBK-TV will air two live preseason contests. Among the major advertisers for the telecasts

Local TV Preseason NFL coverage

Team	Originator	Regional network, games scheduled; rights holder
AFC East		
Buffalo Bills	WKBW-TV Buffalo, N.Y.	Four live games; station holds rights
Indianapolis Colts	WTHR Indianapolis	Four live games; station holds rights
Miami Dolphins	WCIX Miami WPLG Miami	Two games on WCIX, one on WPLG, one on ESPN; stations hold rights
New York Jets	WPIX New York	Two live, one tape delay games; station has revenue sharing deal with team
New England Patriots	WBZ-TV Boston	One live game, two if sell out; station holds rights. Also feeds WJAR-TV Providence, R.I.
AFC Central		
Cincinnati Bengals	WLWT Cincinnati	Reg. network of two stations; three live, one tape delayed games; station holds rights
Cleveland Browns	WJW-TV Cleveland	Three live, one tape delayed games; station holds rights
Houston Oilers	KPRC-TV Houston	Fourgames; station holds rights
Pittsburgh Steelers	WTAE-TV Pittsburgh	Reg. net of eight stations; three preseason games; station holds rights
AFC West		
Denver Broncos	KCNC-TV Denver	Reg. net of two stations; two live games; station holds rights.
Kansas City Chiefs	KCTV-TV Kansas City	Two live, two delayed; station holds rights.
Los Angeles Raiders	KABC-TV Los Angeles	Three tape delayed games. Bob Speck Productions, Los Angeles, holds rights.
San Diego Chargers	KGTV San Diego	Two tape delayed, one live, games; station holds rights.

Team	Originator	Regional network, games scheduled, rights holder
Seattle Seahawks	KING-TV Seattle	Three live games; station holds rights.
NFC East		
Dallas Cowboys	KXAS-TV Fort Worth	30 stations; two live games, two more if sell outs; station holds rights
New York Giants	WPIX New York	One live, one delayed; station holds rights.
Philadelphia Eagles	KYW-TV Philadelphia	Four live games, station holds rights.
St. Louis Cardinals	KPLR-TV St. Louis	Two live, one tape delayed games; station holds rights.
Washington Redskins	WTTG Washington	Reg. network of five other stations; four games; station holds rights.
NFC Central		
Chicago Bears	WLS-TV Chicago	Four preseason games; station holds rights.
Detroit Lions	WJBK-TV Detroit	Four stations; two live games; station holds rights
Green Bay Packers	WBAY-TV Green Bay	55 stations; four games; station holds rights.
Minnesota Vikings	WCCO-TV and KARE-TV Minneapolis	WCCO-TV has two games, KARE-TV one; stations hold rights.
Tampa Bay Buccaneers	WTOG Tampa-St. Petersburg	One live, three tape delayed games; station holds rights.
NFC West		
Atlanta Falcons	WAGA-TV Atlanta	Two live games and two tape delayed if not sell outs; station holds rights.
Los Angeles Rams	No TV rights	N/A
New Orleans Saints	WWL-TV New Orleans	Also feeds WAFB-TV Baton Rouge, one live and three tape delayed games; station holds rights.
San Francisco 49ers	KPIX San Francisco	Two live games; station holds rights.

are Midas Muffler, Molson Golden and Hardee's, according to Jim Clayton, station general sales manager, who added that available inventory is about 65% sold out. And for the second consecutive year, WJBK will have a regional network of four stations.

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Sales for television broadcasts of the **Green Bay Packers** are "fair" and include fast food, beer, automobile and bank advertisers, according to Dick Millhiser, program director of WBAY-TV Green Bay, Wis. The station's sports anchor, Bill Jartz, will handle coverage of the games, with color provided by former Packer Paul Hornung. The Packers rotate among several stadiums, Millhiser said, playing their four preseason games in Milwaukee, Madison and

Green Bay, all Wisconsin, and Tempe, Ariz., and their regular season games in Milwaukee and Green Bay.

Radio coverage of the Packers games, presented by WTMJ(AM) for the 60th year, includes a 35-minute pregame show and a 15-minute postgame show, with play-by-play handled by the station's morning drive sportscaster, Jim Irwin, winner of the Wisconsin Sportscaster of the Year award for six of the past eight years. Color is provided by former Packers split end Max McGee. Sales of availabilities are going well, according to Jeffrey Kuether, WTMJ general sales manager, and include such sponsors as Anheuser-Busch, Amoco, NAPA auto parts and True Value hardware stores.

□

KPRC-TV Houston renewed its annual contract to tape and broadcast four **Houston Oilers** preseason games, including a Sept. 5 contest with the Dallas Cowboys. According to the station's sales manager, Dick Daggett, 70% of inventory for those games has been sold to sponsors including Miller beer and Randalls Food Stores. As an NBC-TV affiliate, KPRC-TV will carry all NBC-covered, Oilers vs. other AFC team away games, as well as any sold-out home games.

KODA(FM) Houston begins its third year of a four-year contract this month, broadcasting the Oilers over a Southwest network of 25-30 stations. Believing KODA(FM) to be the only station broadcasting all its 20 games in stereo, Dave Pearlman, vice president and general manager, credits a trend toward more full-service FM stations. He added that the station strongly promotes the stereo and urges listeners to tune in on their stereo sets at home while watching the games on TV. Pearlman said that KODA(FM) has "tripled" the audience of the previous rights holder. During the season, the station's morning drive includes ***From the Sidelines***, a three-days-a-week, five-minute show with Oiler's coach Jerry Glanville, and pre and postgame shows of a half-hour each. Promotions will again include stadium giveaways, as well as the "hugely popular" Free Fan Fare Contest, with fans winning trips to away games. Sponsors will include Anheuser-Busch, Honda, Gulf, TranStar Airlines, GTE and Randalls Food Store. Pearlman described the ad inventory as "heavily sold."

□

Mike Corken, vice president and general manager of WTHR(TV) Indianapolis, said that his station is facing sterner competition for the sports advertising dollar because some of the money

Local radio's preseason and

Team	Originator	Regional network; games scheduled; rights holder
AFC East		
Buffalo Bills	WBEN(AM) Buffalo, N.Y.	Reg. net of 10; four preseason and 16 regular season games; station holds rights
Indianapolis Colts	WIBC(AM) Indianapolis	Reg. net of 13-16; four preseason and 16 regular season games; station holds rights
Miami Dolphins	WIOD(AM) Miami WQBA(AM) Miami (Spanish)	Regional network of approximately 36 stations for WIOD; both do four preseason and 16 regular season games. WQBA(AM) holds Spanish-language radio rights.
New England Patriots	WEEI(AM) Boston	Reg. net. of 39; four preseason and 16 regular season games; station holds rights
New York Jets	WABC(AM) New York	Station will carry 12 regular season games. Due to conflict with Yankees baseball, which WABC also carries, WNBC will likely air four preseason and and regular season games. WABC holds rights
AFC Central		
Cincinnati Bengals	WKRC(AM) Cincinnati	Reg. net. of 30-40 stations; four preseason, 16 regular season games; station holds rights
Cleveland Browns	WWWE(AM) Cleveland	Reg. net of 37 stations; four preseason and 16 regular season games; games will be simulcast on co-owned WDOK(FM); team holds rights
Houston Oilers	KODA(FM) Houston	Net of 25-30 stations; four preseason and 16 regular season games; station holds rights
Pittsburgh Steelers	WTAE(AM) Pittsburgh WHTX(FM) Pittsburgh	Reg. net. of 40 stations; four preseason and 16 regular season games; station holds rights
AFC West		
Denver Broncos	KOA(AM) Denver	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights
Kansas City Chiefs	KCMO(AM) Kansas City	Reg. net. of 50; four preseason and 16 regular games; station holds rights
Los Angeles Raiders	KABC(AM) Los Angeles	Three games; station holds rights
San Diego Chargers	XETRA-AM-FM Tijuana	Reg. net. of four stations; four preseason and 16 regular season games; team holds rights

expected to go into **Indianapolis Colts** football has been earmarked for sponsorship of the Pan American Games which will be held in Indianapolis this summer. Nevertheless, Corken estimated that by the time the football season opens, WTHR will have reached last year's sales output when the coverage was more than 90% sold out. Among the major advertisers participating in the football coverage are Hardee's restaurants, Heileman Brewing, Kroger, Pizza Hut, Stroh's Brewery and several car dealers.

In radio, Tim Medland, general sales manager of WIBC(AM) Indianapolis, reported that sales are proceeding well even though the Colts went 3-13 last year. Medland is hopeful sales will equal those of last season. Among the sponsors signed are Toyota dealers, Hook's Drug Stores, Delco Electronics, Nationwide Auto Parts, and Waffle House restaurants.

□

KCMO(AM) Kansas City, Mo., has assembled a network of 50 stations to carry the games of the **Kansas City Chiefs** this season. The station will broadcast four preseason and 16 regular games to outlets in Missouri, Kansas, Iowa and Oklahoma. Skip Stow, KCMO general sales manager, said he is pleased with sales: 70% of the national and 85% of the local availabilities have been sold. Among clients in the football package are Braniff Airlines, Manor Square shopping center, Toyota, Budweiser, Subaru, Shelter Insurance and Amoco.

On the television side, KCTV(TV) will telecast four preseason games this year, according to Pat North, the station's general sales manager. North estimates that total business is running slightly ahead of last year. Advertisers include Taco Bell restaurants, Hardee's, Coors, Prime Health (health care) and Berbiglia wine.

□

This year, KABC(TV) Los Angeles will cover three **Los Angeles Raiders** preseason games with the fourth game against Dallas going to ESPN. In previous years, KNBC(TV) Los Angeles aired the games. All three games will be tape-delayed unless sold out. Bob Speck Productions, Los Angeles, in the second year of its contract, holds the rights for the games. Rolando Solano, associate producer for Speck, said that Al LoCasale, executive assistant for the Raiders, will handle color commentary, but no play-by-play announcer has yet been found. Solano reports sales at 90% of inventory.

KRLA(AM) Los Angeles will again be handling the radio broadcasts for a network of 38 stations in 14 states. In addition to the *Raiders Countdown* pre-game show with Bill King and

regular-season NFL coverage

Team	Originator	Regional network; games scheduled; rights holder
Seattle Seahawks	KIRO(AM) Seattle	Reg. net of 60; four preseason games and 16 regular season games; station holds rights.

NFC East

Team	Originator	Regional network; games scheduled; rights holder
Dallas Cowboys	KRLD(AM) Dallas	Texas State Network of 175 stations; Spanish network of 20 stations; four preseason and 16 regular season games; station holds rights.
New York Giants	WNEW(AM) New York	Reg. net of 35; four preseason and 16 regular season games; station holds rights.
Philadelphia Eagles	WIP(AM) Philadelphia	Reg. net of 40; four preseason and 16 regular games; station holds rights.
St. Louis Cardinals	KMOX(AM) St. Louis	Reg. net of 50 stations; four preseason and 16 regular season games; station holds rights.
Washington Redskins	WMAL(AM) Washington	Reg. net of 65 stations; four preseason and 16 regular season games; station holds rights.

NFC Central

Team	Originator	Regional network; games scheduled; rights holder
Chicago Bears	WGN(AM) Chicago	Tribune Radio Net. of more than 40 stations; four preseason and 16 regular season games; station holds rights.
Detroit Lions	WJR(AM) Detroit	Reg. net of 45; four preseason and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ(AM) Milwaukee	Reg. net of 55 stations; four preseason and 16 regular season games; station holds rights.
Minnesota Vikings	KSTP-FM Minneapolis-St. Paul	Reg. net of 64; four preseason and 16 regular season games; station holds rights.
Tampa Bay Buccaneers	WRBQ-FM Tampa-St. Petersburg	Reg. net of 28; four preseason and 16 regular season games; station holds rights.

NFC West

Team	Originator	Regional network; games scheduled; rights holder
Atlanta Falcons	WSB(AM) Atlanta	Reg. net. of 50 stations; four preseason and 16 regular season games; team holds rights.
Los Angeles Rams	KMPC(AM) Los Angeles	Reg. net. of 32 stations; Spanish-language net. via Mexican stations; four preseason, 16 regular season games; team holds rights.
New Orleans Saints	WWL(AM) New Orleans	Reg. net of more than 50; four preseason and 16 regular season games; station holds rights.
San Francisco 49ers	KCBS(AM) San Francisco	Reg. net of 20; five preseason and 16 regular season; station holds rights.

Rich Marotta, it will also produce *The Tom Flores Show* with Tom Harmon. Major sponsors include Arco, Nissan, Anheuser-Busch, Hitachi, TWA, Farmers Insurance and Mobil Oil.

□

KMPC(AM) Los Angeles will add two stations to its regional network for its broadcasts of the **Los Angeles Rams,** which this year include a game broadcast from London between the Rams and the Denver Broncos. The station is in the first year of a four-year contract with the team. Bill Ward, KMPC executive vice president, said the broadcasts are sold out. Major sponsors include Chevron, Budweiser and the southern California Chevrolet dealers. Once again KMPC will produce and sell time for a Spanish-language broadcast, rights for which are owned by XEPRS Rosarito, Mexico (Tijuana).

As was the case last year, none of the Rams's five preseason games will be produced for local over-the-air television because both away games will be nationally telecast, and the home games would have to be shown on a tape-delayed basis, said Pete Donovan, director of public relations for the team. Although the Rams could sell the rights, they have not found a taker for their asking price.

□

WIOD(AM) will broadcast the **Miami Dolphins** games for the 22d year in a row. According to station manager Phil Costin, ticket sales are running at a new high due to the recent completion of the 75,000-seat Joe Robbi stadium. It is anticipated that several home game blackouts will be lifted. Games will be fed to a 36-station network that could expand to 40 before the season begins. Major sponsors include Anheuser-Busch, Honda, Amoco, Glendale Federal, Publix Supermarkets, Burger King and Microtel.

Spanish-language rights to the Dolphin games are held by WQBA(AM), which is in the fifth year of a seven-year contract. Broadcasts will include a 30-minute pre and a 15-minute postgame show. Major sponsors are Kodak, *the Miami Herald*, Publix Supermarkets and Rheem, air conditioners.

WCIX(TV) will carry only two preseason games this year, with ESPN and ABC affiliate WPLG(TV) covering the remaining two. Carolyn Navarra, of WCIX local sales, reports that 80% of the telecasts have been sold, with Coors as the major sponsor.

□

Entering the last year of a three-year pact for radio rights to **Minnesota Vikings** football broadcasts is adult contemporary KSTP-FM, one of only two FM stations holding rights to professional football. (The other is KODA(FM) Houston for the Oilers.) Sponsors for this year's coverage include Midwest Federal, Honda, State Farm Insurance and Farmer's Insurance, all of which were with the station last year.

"Sales are pacing better this year than last season. Everyone expects the Vikings to have a better team in 1987," said Tim Monahan, KSTP-FM general sales manager.

KSTP-FM will also be the originating station for a regional network of 64 stations covering not only Minnesota, but also North Dakota, South Dakota, Iowa and western Wisconsin.

For television, the preseason telecasts will be divided between WCCO-TV and KARE-TV. WCCO-TV, which has a one-year deal with the Vikings, will air two live games and KARE-TV one live game—the latter won the bid for a Sept. 3 pre-season home game from ESPN. (ESPN has placed all games for the season up for bid for stations in the home market [see story, page 39]). WCCO-TV, which picked up the local broadcast rights for Vikings preseason five weeks ago, has signed Midwest Federal and Mazda.

The KARE-TV game is an ESPN feed with spots sold by the station on a scatter basis. Advertisers include Goodyear, Phillips Petroleum and Heileman Brewery.

For the past two seasons, KSTP-TV held the local television rights.

□

WBZ-TV Boston has formulated plans to telecast at least one **New England Patriots** game this autumn, and may cover a second game if it is sold out. The station will also feed the coverage to WJAR-TV Providence, R.I. A spokesperson said sales are proceeding briskly and about 60% of the schedule is sold, but declined to identify sponsors.

Radio coverage of Patriots games will consist of 16 season and four preseason contests that will be fed to a regional network of 38 stations. Bob Abernathy, vice president and general manager of WHDH(AM) Boston, said the advertising schedule is almost 80% sold. Major sponsors include Honda, Anheuser-Busch, Gulf Oil, True Value Hardware, AMC Jeep and Grossman's (regional building centers).

□

WWL are the call letters to remember for **New Orleans Saints** fans. WWL(AM) will broadcast all 20 Saints games to a network of approximately 50 stations for the second year in a row while WWL-TV will continue carrying the four preseason games. Don de la Houssage, general sales manager on the radio side, reports that sales are ahead nationally but behind locally, with Budweiser, Louisiana Nissan, Bell South Mobility, Bordens and Gulf/Chevron participating as sponsors. Sales are running at about 70%.

WWL-TV reports that approximately 75% of its ad inventory has been sold. Burger King, Miller beer and Popeye's chicken have signed on as sponsors to date. A live feed will go to WAFB-TV Baton Rouge.

□

WNEW(AM) New York will kick off its 27th consecutive year of **New York Giants** football coverage this year. Among the major advertisers for the 1987 season are Manufacturers Hanover Trust, Honda, Budweiser and Continental Airlines.

The station is also assembling a regional network of some 35 stations under the umbrella name of the Giants Radio Network. Assisting in the clearance of those stations is independent broadcast consultant Dick Brescia, formerly an executive with the CBS Radio Networks. WNEW is handling network sales.

On the television front, WPIX(TV) will air one Giants preseason game on a tape-delay basis. (The station is also airing preseason New York Jets football [see below]). The major sponsor thus far is the Miller Brewing Co.

□

Talkradio WABC(AM) New York has signed a one-year extension of its three-year pact for **New York Jets** football, said station president and general manager, Jim Haviland. As in previous years, the station has a scheduling conflict with its New York Yankees broadcasts during the early part of the football season. This year, four preseason and four regular season Jets games will likely air over WNBC(AM) New York, with the balance of 12 regular season games and any postseason contests over WABC. WABC reportedly would pay WNBC $10,000-$12,000 per game, about what it had paid WMCA for carrying the conflicting games for the past three years.

Among the key advertisers for Jets football on radio are Molson, the *Daily News* and Blue Cross/Blue Shield, all of which are returning sponsors. New advertisers this year include Marine Midland, The Whiz local retail chain and Ford Motorcraft.

WABC, said Haviland, will again have two-hour pre and postgame shows surrounding play-by-play Jets coverage. (Fifteen-minute pre and postgame shows will air during the conflicting games in August and September).

For 1987, WPIX(TV) is carrying the Jets preseason local telecasts. For the past several years, WNYW-TV (formerly WNEW-TV) had carried the Jets during the preseason. WPIX will air one tape-delay and two live Jets games beginning Aug. 15. The major sponsor, thus far, is Miller Brewing Co.

□

Allen Murphy, general sales manager of KYW-TV Philadelphia, reported that four **Philadelphia Eagles** preseason games will be presented live this year. He added that sales are moving along well (the station is almost sold out) and among the advertisers signed are Molson beer, Delaware Valley Chevrolet Dealers, Pepsi-Cola and Miller Brewing.

On the radio side, WIP(AM) has arranged to cover 20 preseason and regular games and will feed the coverage to a network of 40 stations. According to Chuck Fee, WIP local sales manager, sales of the Eagles package are running slightly ahead of last year. Key sponsors include Honda, Goodyear Tire, McDonald's, GMC trucks and Amoco.

□

Hearst stations WTAE(AM)-WHTX(FM) and WTAE-TV carry the **Pittsburgh Steelers** once again this season, the first of a new three- year deal. The two radio stations simulcast the games. Sales on the radio side got off to a late start, because of the holdup in negotiation of the major network television pacts, said WTAE(AM) General Manager Jim Carter. "We're not having an outstanding year," he said. Honda is a major sponsor this season.

□

Tijuana, Mexico, stations XETRA-AM-FM are entering the first year of a five-year contract to broadcast the **San Diego Chargers**, according to the stations' director of sports programing, Bill Arbenz. The stations will produce a new magazine program, *Charger Sunday* (or *Monday* or *Thursday*, as the case may be) to complement the new coverage. After a seven-month search for a play-by-play man, XETRA chose Lee Hamilton, former announcer of Arizona State games to head coverage. Joining him will be Charger business manager and former tight end, Pat Curran, along with Jim Laslovic as color commentators. Major sponsors include Anheuser-Busch, Chevron, Farmers Insurance and San Diego Ford dealers, with "three or four" more sponsors coming soon, said Arbenz.

KGTV(TV) San Diego will be covering three preseason Charger games, two tape-delayed and one live. The fourth game against the Rams has been sold to ESPN, said program director, Don Lundy. KGTV will also produce the *Charger Report* with coach Al Saunders. Major sponsors include Nissan, the California Milk Advisory Board and Coors. Lundy reports the sales are going well and expects no trouble selling all inventory for the games.

□

KPIX(TV) San Francisco will carry two preseason and 11 of the 16 regular season **San Francisco 49ers** games. Sales for the games are "excellent," according to Fred Eppinger, KPIX general sales manager, who said the 49ers regularly draw ratings of 32 and 33. Among sponsors signed are Jack in the Box, Pacific Telco, Coors, Hyundai, Wells Fargo bank and The Gap stores. The station offers two coach's shows, a half-hour Sunday morning preview and a Saturday review at approximately 4-5 p.m. Both programs feature 49ers Coach Bill Walsh and KPIX Sports Director Wayne Walker, a former Detroit Lion.

Radio coverage of the 49ers changed hands this year, moving from KCBS(AM) to KGO(AM). KGO will offer two hours of coverage before kickoff: a one-hour talk show and six short pregame shows. The pregame shows will focus on various aspects of the teams and games: *49ers Preview* will start off the coverage; *Today's Matchups* will compare technique; *The Bill Walsh Show* will feature the 49ers coach; *49er Closeup* will profile players and coaches; *The Other Guys* will profile opposing team members, and *49er Countdown* will precede kickoff. KGO will use a three-person broadcast team, with play-by-play provided by Lon Simmons and color by Wayne Walker and the station's sports director, Joe Starkey. KGO operations director Jack Swanson said of the station's first year of sales: "We're pleased and they're doing well." National sponsors signed include Anheuser-Busch, Farmer's Insurance, Chevron, Chevrolet and Pacific Gas & Electric.

□

NBC-TV affiliate KING-TV begins the first year of a new three-year contract to broadcast the **Seattle Seahawks.** Promotion and media director, Sue Trask, reported that the station will cover three preseason games, with NBC-TV covering the fourth. The station will likely lose the opportunity to telecast a number of regular season games that would normally be its. ABC will include two Seahawks games in its Monday night schedule, including one away game with the Jets; CBS will broadcast two home games against NFC teams (Trask said home games have sold out for at least the past four years and, therefore, almost all home games air locally); and ESPN will cover one game, leaving KING-TV to bid against other area stations for ESPN's local feed. Major sponsors signed so far include Pacific Northwest Bell, GTE, Rainier beer, local Ford dealers, Alaska Airlines and BMW. Promotions will include a food drive event when all those attending will bring items for the Seattle area and possibly stadium giveaways.

In the midst of a current agreement, KIRO(AM) will broadcast all pre- and regular season Seahawks games over a 60-station regional network. Major sponsors for the games, as well as for four hours of pre- and post-game shows for each game, include Chevron USA, Rainier beer, Rainier Bank, Pepsi, GTE, Pacific Northwest Bell, McDonald's and Nissan, according to national sales manager Rick Moeller, who said ad inventory is "almost sold out."

□

Although the **St. Louis Cardinals'** regular season games will be seen over CBS-TV affiliate KMOV(TV) St. Louis, independent KPLR-TV is in the third year of a three-year preseason contract, covering two games live and one tape-delayed (a fourth preseason game will appear on ABC Monday Night Football). Gregg Filandrinos, director of sales, reported that approximately 50% of the advertising inventory has been sold and sponsors include Anheuser-Busch, Taco Bell, Chevrolet and American Family Insurance. With the baseball Cardinals hot, said Filandrinos, advertisers are waiting to commit their spot dollars; he expects to confirm the remainder of his inventory this week.

Network lineups

ABC-TV

Hall of Fame Game	Aug. 8
NFL preseason	Aug. 16, 24, 31
Mazda Kickoff Classic	Aug. 30
Pac 10-Big 10	Starts Sept. 7
NFL (Monday night)	starts Sept. 14
Blue-Gray All-Star Classic	Dec. 25
Aloha Bowl	Dec. 25
Florida Citrus Bowl	Jan. 1
USF&G Sugar Bowl	Jan. 1
Super Bowl XXII	Jan. 31

CBS-TV

NFC pre-season	Aug. 22, 29, Sept. 5
NFC regular season	Starts Sept. 13
CFA	Starts Sept. 12
Army-Navy Game	Dec. 5
John Hancock Sun Bowl	Dec. 25
Gator Bowl	Dec. 31
Cotton Bowl	Jan. 1
NFC playoffs	Jan. 3, 9-10
NFC Championship	Jan. 17

NBC-TV

AFC preseason	Aug. 9, 29, Sept. 4
AFC regular season	Starts Sept. 13
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Sunkist Orange Bowl	Jan. 1
AFC playoffs	Jan. 3, 9-10
Hula Bowl	Jan. 16
AFC Championship	Jan. 17

CBS Radio

NFL package	Starts Sept. 14
Independence Bowl	Dec. 19
John Hancock Sun Bowl	Dec. 25
Cotton Bowl	Jan. 1

Mutual Radio

College Kickoff Classic	Aug. 30
Notre Dame and other college games	Starts Sept. 12
NFL package	Starts Sept. 13
Army-Navy game	Dec. 5
All-American Bowl	Dec. 22
Aloha Bowl	Dec. 25
Seaworld Holiday Bowl	Dec.30
USF&G Sugar Bowl	Jan. 1

NBC Radio

Liberty Bowl	Dec. 29
Mazda Gator Bowl	Dec. 31
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

Sales manager Rich Gray of KMOX(AM) St. Louis, originating station for a 50-station network covering Cardinals games, said last week that 96% of inventory for 20 regular and preseason games has been sold to sponsors including Amoco, Anheuser-Busch and Farmers Insurance. KMOX(AM) is in the second year of a five-year contract.

□

WRBQ(FM) has picked up the rights to **Tampa Bay Buccaneers** games this year and will broadcast all 20 to a 28-station network throughout Florida, Georgia and Louisiana. In addition to the games, WRBQ plans to offer four 15-minute pregame shows, *NFL Gameday, Buccaneer Beat, The Ray Perkins Show* and *Scouting Report*, and three 15-minute postgame shows: *Buccaneer Wrap-up, Locker Room* and *NFL Gameday*. Ralph Beaver of the Buccaneer Radio Network reports that 85% of the broadcasts have been sold nationally with sponsors including Anheuser-Busch, Chevrolet, Eastern Airlines, Chevron, Century 21 and Bob Evans restaurants.

Buccaneer preseason games will be carried for the ninth year in a row by WTOG(TV) St. Petersburg which will broadcast them along with *Countdown to Kickoff* and *The Buc's Ray Perkins*, a 16-week show featuring the team's coach. Ed Jones, WTOG's executive producer, reports that 75% to 80% of available advertising time has already been sold, with Beacon Homes, Southeast Toyota and Cash & Carry grocery stores signed on as sponsors.

□

Fox's WTTG(TV) will again broadcast four **Washington Redskin** preseason games, which, according to Betty Endicott, the station's vice president and general manager, are the highest-ranked broadcasts in the market, achieving 70-plus shares. In line with that, Endicott said the station has had no trouble getting strong rate increases this year. Advertisers already signed include McDonald's, Hardees, Dodge, Subaru, Midas and Mobil.

WTTG's coverage of the Redskins will also include live reports on the *10 O'Clock News* from Redskin training camp by sports reporter Steve Buckhantz and former Redskin all-pro tackle George Starke; *Redskin Playbook* on Monday and Thursday on the *10 O'Clock News* with Buckhantz and former all-pro center Jeff Bostic, and four prime time half-hour specials throughout the season beginning the first week in August.

WMAL(AM) will again provide Redskin coverage, with the broadcast team of former Redskins Sonny Jurgensen and Sam Huff. WMAL is also doing its usual full range of pre and post-game coverage, along with Redskin-oriented programing every day. Fred Weinhaus, WMAL vice president and general manager, said that the Redskin schedule is selling well. Weinhas said that a good season for the Redskins is worth two share points for the station.

FCC upbraided for children's TV policies

University of California professor measures nonprogram material aired by independent television stations

Contrary to FCC arguments, the marketplace has not maintained reasonable limits on nonprogram material aired during children's programs, according to a study conducted by Dale Kunkel, a professor in the communication studies program at the University of California-Santa Barbara. Using information obtained from Broadcast Advertisers Reports, New York, and from station logs, Kunkel measured the nonprogram material aired in two weekday periods by eight independent television stations in four markets: KCOP(TV) and KTTV(TV), both Los Angeles; WKBD-TV and WXON(TV), both Detroit; WDCA-TV and WTTG(TV), both Washington, and KSHB-TV and KZKC(TV), both Kansas City, Mo. Kunkel concluded that the FCC's 1984 decision to remove commercial content limits from children's programing led to a marked increase in commercial interruptions aired during children's programing in 1985. The marketplace "offers no incentive for broadcasters to limit commercial content," Kunkel said.

The U.S. Court of Appeals in Washington found recently that the FCC had failed to justify its 1984 order removing children's television guidelines (BROADCASTING, July 6). The court said that "without explanation, the commission has suddenly embraced what had theretofore been an unthinkable bureaucratic conclusion that the market did in fact operate to restrain the commercial content of children's television." Kunkel claims that the FCC makes two assumptions about the marketplace that are invalid in the case of children—that viewers are annoyed by commercial interruptions and that viewers are "capable of recognizing and responding to differences in the level of various stations' commercialization practices." Children often report that they enjoy watching commercials, Kunkel said, adding that they have few if any programing options if they don't want to watch stations with frequent commercial interruptions.

Kunkel said he focused on programing aired weekdays by independent television stations because Saturday morning programing is primarily provided by the networks, which adhere to voluntary guidelines. The stations were monitored between 7 a.m. and 9 a.m. and between 2 p.m. and 5 p.m. over two-day periods in March, June, September and December. BAR supplied data on the airing of product-related commercial advertising, and the station logs were used to determine the frequency of public service announcements, station program promotions, station identifications and other nonprogram material (including news, weather and tests of the emergency broadcast system).

According to the study, only one of the eight stations—WKBD Detroit—maintained nonprogram material at 12 minutes or less, the limit imposed by the FCC for weekday children's programing between 1974 and 1984. The study found that the average amount of nonprogram material aired by the eight stations was 13:28 minutes per hour and three stations averaged above 14 minutes: WTTG Washington (14:11), KTTV Los Angeles (14:12) and WXON Detroit (14:46).

WTTG's community affairs director, Deborah Sedillo Dugan, said that most of the station's avails are found within the children's programing block, but although the number of ads aired by the station has increased, she doesn't think the FCC's removal of guidelines "wholeheartedly hurt the public service spectrum." WTTG "is very conscious about community needs," she said. □

NBC wins week; network shares down from 1986

NBC won the prime time week (ended July 26) with an 11.6 rating and a 22.8 share. CBS came in second, according to the Nielsen numbers, with a 10.6/20.7. ABC finished the week with a 9.1/17.6. A year ago, the week went to NBC with a 13.0/25, followed by ABC's 10.5/20 and CBS's 10.2/19.

In the evening news race, the *NBC Nightly News* took the week with a 10.0/22, over ABC's 9.2/20 and CBS's 8.8/20. Twelve months ago the news numbers ran: NBC 10.1/22, CBS 10.0/22 and ABC 9.5/21.

On the statistical front, for the summer season to date, NBC holds the lead with a 13.5/25. CBS is second with an 11.6/21, followed by ABC with a 10.3/19. Last year the comparable figures were: NBC 13.5/25, ABC 12.0/22 and CBS 11.8/22.

For the year-to-date figures, as of July 26, the standings were: NBC 15.6/26, CBS 13.8/23 and ABC 12.3/21. A year ago, the YTD figures were: NBC 15.6/26, CBS 14.4/24 and ABC 13.2/22.

Both CBS and NBC won three nights of the week, with CBS taking Monday, Wednesday and Sunday. NBC took Thursday through Saturday. ABC won Tuesday.

Rank	Show	Network	Rating/Share
1.	Family Ties	NBC	22.4/43
2.	Cosby Show	NBC	22.0/43
3.	Cheers	NBC	19.6/36
4.	Sunday Movie	CBS	17.2/32
5.	Murder, She Wrote	CBS	17.1/33
6.	Designing Women	CBS	15.2/26
6.	Golden Girls	NBC	15.2/32
8.	Hunter	NBC	15.1/32
9.	Growing Pains	ABC	14.7/27
9.	Molly Dodd	NBC	14.7/27
11.	ALF	NBC	14.6/28
12.	Newhart	CBS	14.5/26
13.	Moonlighting	ABC	14.4/25
14.	Who's The Boss?	ABC	14.3/27
14.	Amen	NBC	14.3/30
16.	Miss Teen USA	CBS	14.2/25
17.	Valerie	NBC	14.0/26
18.	L.A. Law	NBC	13.4/26
19.	Matlock	NBC	13.3/25
20.	Cagney & Lacey	CBS	12.7/23
21.	20/20	ABC	12.2/23
22	227	NBC	12.1/28
23.	Kate & Allie	CBS	12.0/23
24.	Spenser: For Hire	ABC	11.9/21
25.	Equalizer	CBS	11.8/23
25.	My Sister Sam	CBS	11.8/22
27.	60 Minutes	CBS	11.4/25
28.	Miami Vice	NBC	11.3/23
29.	Monday Night Movie	NBC	11.2/20
30.	Magnum P.I.	CBS	10.6/20
30.	Night Court	NBC	10.6/20
32.	Perfect Strangers	ABC	10.3/21
33.	Highway To Heaven	NBC	10.2/20
34.	Head Of The Class	ABC	9.8/19
35.	MacGyver	ABC	9.7/18
35.	Thursday Movie	CBS	9.7/18
35.	News Special-Sun	NBC	9.7/21
38.	Crime Story	NBC	9.6/20
39.	Sunday Night Movie	NBC	9.4/18
40.	Friday Night Movie	ABC	8.9/18
40.	Movie Of The Week	NBC	8.9/16
40.	Bennet Brothers	NBC	8.9/17
43.	Saturday Night Movie	ABC	8.7/19
44.	Facts Of Life	NBC	8.5/21
45	Monday Night Baseball	ABC	8.4/15
46	Disney Sunday Movie	ABC	8.3/17
47.	Mr. Belvedere	ABC	8.2/18
47.	B Bunny/Looney Tunes 50th	CBS	8.2/19
47.	An Enemy Among Us	CBS	8.2/15
47.	St Elsewhere	NBC	8.2/16
51.	Mike Hammer	CBS	8.1/16
51.	Stingray	NBC	8.1/19
53.	Hotel	ABC	7.9/15
54.	Sunday Night Movie	ABC	7.4/14
55.	Scarecrow & Mrs. King	CBS	7.2/14
56.	Sledge Hammer!	ABC	6.9/16
56.	AFI Salute-Fred Astaire	CBS	6.9/14
58.	Webster	ABC	6.2/15
59.	Starman	ABC	5.9/11
60.	Our World	ABC	5.8/11
61.	Saturday Movie	CBS	4.9/11

*indicates premiere episode

kw-N. Address: 2640 San Diego Rd., Jacksonville, Fla. 32207. Principal also owns new AM in Destin, Fla. Filed July 22.

- Dakota City, Neb.—Donald A. Swanson seeks 1250 khz; 500 w-D; 700 w-N. Address: Box 102-A, Route 2, Sioux City, Iowa 51106. Principal owns KTFC(FM) Sioux City, Iowa and KUSR(FM) Rapid City, S.D. Filed July 21.

FM's

- Marrietta, Pa.—Peoples United Christian Way Church of Faith, Hope and Love, Inc. seeks 88.7 mhz; 5 kw; HAAT: 470.3 ft. Address: 246 Front St., 17547. Principal is headed by Jesse C. Wagner and has no other broadcast interests. Filed July 20.

- Corpus Christi, Tex.—Family Educational Radio of South Texas Inc. seeks 88.7 khz; 245 w; HAAT: 872.5 ft. Address: Route 3, Box 440-F, 28415. Principal is headed by David R. Walkden and has no other broadcast interests. Filed July 20.

Actions

AM's

- Kinston, Ala.—Returned app. of Rene Wambles for 1490 khz; 660 kw-U. Action July 20.

- Mount Holly, N.C.—Returned app. of Mt. Holly Inspirational Broadcasting for 850 khz; 1 kw-D; 700 w-N. Action July 20.

- Myrtle Creek, Ore.—Returned app. of Gee Jay Broadcasting for 1560 khz; 5 kw-D. Action July 21.

FM's

- Cross City, Fla.—Granted app. of Women in Florida Broadacsting Inc. for 106.3 mhz; 3 kw; HAAT: 328 ft. Action July 22.

- Hiawatha, Kans.—Granted app. of Hiawatha Educational Broadcasting Foundation for 91.9 mhz; 398 w; HAAT: 134.5 ft. Action July 21.

- Lafayette, La.—Dismissed app. of American Radio Broadcasting Network Inc. for 95.5 mhz; 3 kw; HAAT: 328 ft. Action July 22.

- Ozark, Mo.—Dismissed app. of James Lynn Garner for 92.9 mhz; 3 kw; HAAT: 328 ft.

- Irondequoit, N.Y.—Returned app. of Nanette Markunas for 106.7 mhz; 3 kw; HAAT: 288.6 ft. Action July 15.

- Raleigh, N.C.—Returned app. of Rebecca C. Washburn for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Returned app. of Russell Kinney for 102.9 mhz; 3 kw; HAAT: 328 ft. ~~Action Aug.~~ 1, 1986.

- Raleigh, N.C.—Returned app. of Shirley N. Hill for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Returned app. of Robert Darling for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Returned app. of Pete Douglas for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Returned app. of Maria K. McKay for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Dismissed app. of Marsha O. Barr for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Raleigh, N.C.—Returned app. of FM Carolina Inc. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

- Raleigh, N.C.—Returned app. of Bernard Dawson for 102.9 mhz; 3 kw; HAAT: 328 ft. Action July 16.

- Raleigh, N.C.—Returned app. of Rem Malloy Broadcasting for 102.9 mhz; 3 kw; HAAT: 282 ft. Action July 16.

- Raleigh, N.C.—Dismissed app. of Allen L. Guin Jr. for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Aug. 1, 1986.

- Christiansted, V.I.—Dismissed app. of Flambouyant Ltd. Partnership for 94.3 mhz; 3 kw; 1,076.8 ft. Action July 17.

- Tomah, Wis.—Dismissed app. of Pirate Broadcasting Co. for 94.5 mhz; 3 kw; HAAT: 326 ft. Action July 15.

Facilities Changes

Applications

AM's

Accepted

- KKJZ (700 khz) Soledad, Calif.—Seeks MP to reduce day power to 330 w and make changes in ant. sys.

- WEXY (1520 khz) Wilton Manors, Fla.—Seeks mod. of lic. to operate trans. by remote control. Filed July 23.

- WHKP (1450 khz) Hendersonville, N.C.—Seeks CP to and make changes in ant. sys. Filed July 27.

- WDAD (1450 khz) Indiana, Pa.—Seeks CP to change TL. Filed July 27.

- WMZK (93.5 mhz) Merrill, Wis.—Seeks CP to change TL; change ERP to 1.74 kw and change HAAT to 437.5 ft. Filed July 23.

FM's

Tendered

- KMBY-FM (107.1 mhz) Seaside, Calif.—Seeks CP to change ERP to 895 kw and change HAAT to 604.8 ft. Filed July 27.

- KTXR (101.5 mhz) Springfield, Mo.—Seeks CP to and make changes in ant. sys. Filed July 27.

- KDUK (104.7 mhz) Florence, Ore.—Petition for reconsideration against grant (July 15) to change TL; change ERP to 83.2 kw and change HAAT to 2,104.5 ft. Filed July 23.

- WJRH (104.9 mhz) Easton, Pa.—Seeks CP to change freq. to 104.9 mhz. Filed July 23.

- WMOT (89.5 mhz) Murfreesboro, Tenn.—Seeks CP to change ERP to 80 kw; change HAAT to 1,020.1 ft. and change TL. Filed July 23.

TV's

Accepted

- WBRC-TV (ch. 6) Birmingham, Ala.—Seeks CP to change HAAT to 1,377.6 ft. and change TL. Filed July 27.

- WCCU (ch. 27) Urbana, Ill.—Seeks MP to change ERP vis. to 3,360 kw; change HAAT to 455.9 ft. Filed July 24.

- KSCE (ch. 38) El Paso—Seeks mod. of CP to change ERP vis. to 50 kw and make changes in ant. sys. Filed July 24.

Actions

AM's

- WYFX (1040 khz) Boynton Beach, Fla.—Granted app. to make changes in ant. sys. Action July 21.

- WJIR (90.9 mhz) Key West, Fla.—Granted app. to change HAAT to 49.2 ft.

- WJKB (780 khz) Sarasota, Fla.—Dismissed app. to increase day power to 2.5 kw and make changes in ant. sys. Action July 20.

- WKLU (920 khz) Midway, Ky.—Dismissed app. to change TL. Action July 20.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

- WXXT (1500 khz) Sardis, Miss.—Granted app. to change TL. Action July 15.

- WARO (540 khz) Canonsburg, Pa.—Granted app. to increase night power to 500 w and increase critical hours to 1 kw. Action July 22.

- WISM (1050 khz) Eau Claire, Wis.—Granted app. to change TL and reduce power to 900 w. Action July 22.

FM's

- WGSY (100.1 mhz) Phenix City, Ala.—Granted app. to change TL.

- KEWB (94.3 mhz) Anderson, Calif.—Returned app. to change freq. to 94.7 mhz; change TL; change ERP to 3.31 kw and change HAAT to 1,682.6 ft. Action July 21.

- KKCY (98.9 mhz) San Francisco—Granted app. to change HAAT to 1,354.6 ft and make changes in ant. sys. Action July 22.

- KMBY-FM (107.1 mhz) Seaside, Calif.—Returned app. to change TL; change ERP to 330 w and change HAAT to 2,434.4 ft. Action July 22.

- KWKS (94.3 mhz) Winfield, Kan.—Granted app. to change ERP to 2 kw. Action July 22.

- KXKZ (107.5 mhz) Ruston, La.—Granted app. to change TL; change ERP to 97.7 mhz and change HAAT to 1,066 ft. Action July 22.

- WMRX-FM (97.7 mhz) Beaverton, Mich.—Granted app. to change ERP to 2.031 kw and change HAAT to 400.1 ft.

- KAAN-FM (95.9 mhz) Bethany, Mo.—Granted app. to change freq. to 95.9 mhz; change ERP to 26.4 kw and 357.5 ft. Action July 21.

- WOBM-FM (92.7 mhz) Toms River, N.J.—Granted app. to change ERP to 1.4 kw and change HAAT to 484.8 ft. Action July 22.

- WPCX (106.9 mhz) Auburn, N.Y.—Granted app. to change TL; change ERP to 13.8 kw and change HAAT to 939.7 ft. Action July 20.

- WTWR-FM (98.3 mhz) Monroe, Wis.—Granted app. to change TL; change ERP to 1.4 kw and change HAAT to 465.8 ft. Action July 21.

- WJMC-FM (96.3 mhz) Rice Lake, Wis.—Granted app. to replace damaged antenna. Action July 22.

TV

- WCEU (ch. 15) New Smyrna Beach, Fla.—Granted app. to change ERP to 708 kw; change TL and change HAAT to 576 ft. Action June 11.

In Contest

Applications

ALJ Thomas B. Fitzpatrick made following decisions:

Leland, Mich. (Pyramid Communications, Ltd. et al) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Yolanda M. Juarez Naismith and Stone Communications Inc. for FM station on channel 232A (94.3 mhz). Pyramid's app. will remain in hearing status. By MO&O, July 15.

ALJ James F. Tierney made following decision:

Granite Falls, N.C., and Pendleton, S.C. (Freedom Broadcasting Corp. [WYCV] and Pendleton Broadcasting) AM proceeding. Granted motion by Pendleton Broadcasting for new AM facilities at Pendleton, S.C., and deleted air navigation issue designated against it. By order, July 13.

ALJ Joseph Chachkin made following decision:

Paris, Tex. (Sudduth Media Inc., et al). FM proceeding. Granted request by Blacksmith Broadcasting and dismissed its app. with prejudice. By order, March 12.

ALJ John M. Frysiak made following decision:

Calhoun City, Miss. (Franklin Broadcasting and Ramona J. Miller) FM proceeding. Approved settlement agreement and dismissed with prejudice app. of Ramona J. Miller; granted app. of Franklin Broadcasting for new FM station on channel 272A at Calhoun City; and terminated proceeding. By MO&O, July 7.

ALJ Joseph P. Gonzalez made following decisions:

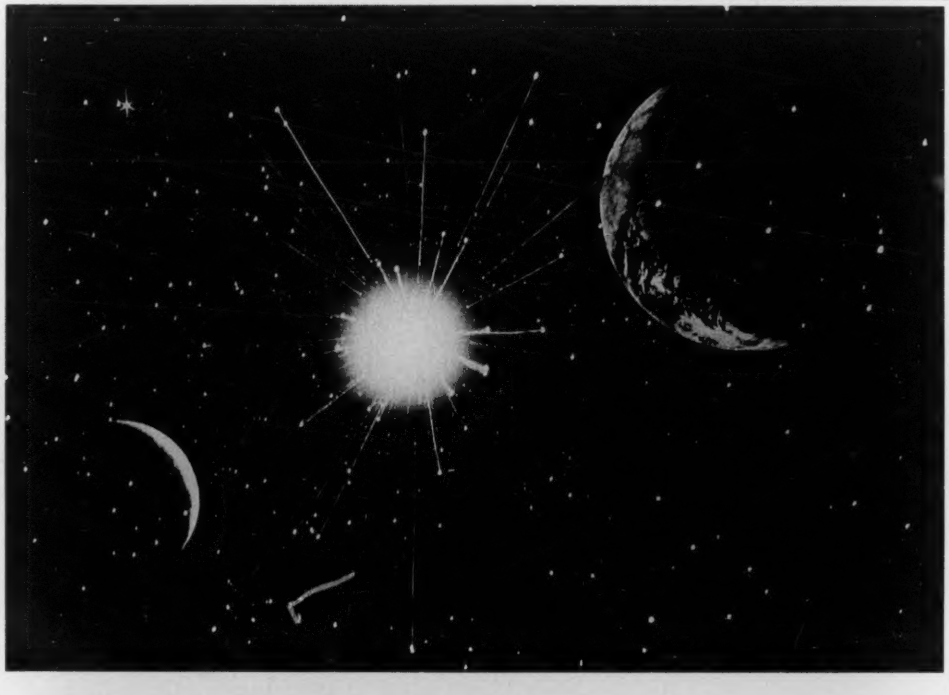
Gulf Breeze, Fla. (Breeze Broadcasting Co. Ltd., et al) FM proceeding. By order entered on record of prehearing conference, dismissed with prejudice app.'s of Gail Rose Schroeder, Sherry Ann Scott, Gulf Breeze FM Group Ltd. Partnership, Dee Wetmore, J-4 Broadcasting Ltd., and Gulf

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 10

- C1750-1
8/14/87



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56th Year 1987

Fairness doctrine felled

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BETHESDA MD 20814

Vol. 113 No. 6

Broadcasting Aug 10

Decline and Fall of the Fairness Doctrine

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White House to nominate Holmes to FCC seat... page 88.
Commission moves to curb petition-to-deny abuses... page 57.
Tony Cox named to head Showtime... page 54.
Compulsory license comments pour into FCC... page 88.

HISTORICAL VOTE □ FCC votes unanimously to eliminate fairness doctrine, vacating 1984 order citing Meredith's WTVH(TV) for fairness violation. **PAGE 27.** Commission, Hill at odds over propriety of timing of fairness doctrine decision and alternatives report. **PAGE 28.** Complete text of the FCC discussion leading up to the vote. **PAGES 29-34.** The text of the FCC's Memorandum Opinion and Order in Meredith decision. **PAGES 39-39K.** Reactions to abolition of fairness doctrine range widely. **PAGES 59-62.**

PRESS TOURS □ CBS's Tisch, Grant, Poltrack and Stringer face critics at TV press tour. **PAGE 52.** ABC and NBC announce fall prime time debut dates. **PAGE 54.**

IN CHARGE □ Time's Tony Cox named to head Showtime/The Movie Channel. Showtime plans revised weekend programing schedule. **PAGE 54-55.**

MOVING ON OVER □ *Late Night with David Letterman* producer Barry Sand moves to Fox Television's *Late Show.* **PAGE 55.**

OPTION PACKAGE □ FCC sends Congress 85-page report detailing possible variations on fairness doctrine theme. **PAGE 56.**

FISCAL RESTRAINT □ FCC acts to check monetary payments stemming from challenges in comparative renewal proceedings. **PAGE 57.**

CLOSING TIME □ Faced with only modest resistance, House bill that would set uniform poll closing times continues on fast track. **PAGE 58.**

INTEREST CHECK □ Broadcasters favor elimination of FCC's rules governing cross-interest. **PAGE 58.**

SPANISH FLAVOR □ Telemundo Group aims to expand programing and buy more television stations in extending its reach into the Hispanic market. **PAGE 67.**

GOOD MARKS □ First press pool organized under new media-Pentagon guidelines given good report card. Second regional pool gets poor grades for radio omission. **PAGE 69.**

TWO HATS □ CNN's Mary Alice Williams wanted to write the great American novel. Instead she has found her voice in front of the cameras and behind the scenes as both anchor and executive at the veteran cable news network. **PAGE 87.**

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Open Mike

Other side of the music coin

Editor: Broadcasting's Aug 3 "Monday Memo" contained a commentary from Mr. W. Robert Thompson, a former SESAC president, in which he criticized broadcasters for seeking reform of the current system of blanket licensing for music used by local TV stations.

Contrary to the assertions of Mr. Thompson, I know of no broadcaster who opposes "composers' rights." I know of no broadcaster who opposes the idea of copyright.

The current effort to achieve meaningful reform in Congress and the courts of an outdated system is being fueled not by any "evangelical fervor" on the part of any single group of broadcasters, as Mr. Thompson suggests—but by the unfairness of the current system. Under that system, payment for music has no relationship to the value of music in a syndicated TV show.

Under the current system we pay music license fees based on revenues from shows that don't even use music—our news, weather, sports and talk shows.

Under the current system composers don't even receive most of the money we pay for music. Composers who write for TV receive only 40 cents of every dollar we pay to the American Society of Composers, Authors and Publishers and Broadcast Music Inc. These two middlemen, however, take 20 cents of every dollar we pay for so-called "administrative fees." Imagine the public outcry if the IRS charged a 20% fee for administering the income tax system.

The real outrage, however, is that the Hollywood studios that sell us syndicated shows in the first place and who own the music in nearly all cases, take 40 cents on every dollar we pay ASCAP and BMI for so-called "publishing" fees.

Source licensing reform would do no more than require studios to justify these "publishing" fees in face-to-face negotiations when we buy a show. Source licensing would also eliminate the ridiculous 20% charge by ASCAP/BMI bureaucracies for brokering a product we could easily get directly from the studio/syndicator.

Last year stations paid nearly $3 billion to Hollywood for syndicated shows. These fees generated ample revenue to pay for creative talent such as directors, actors and musicians. Surely the same marketplace could produce ample reward for composers and their copyright interests in shows.

Unfortunately, ASCAP, BMI, and, yes, SESAC, have a vested interest in keeping local broadcasters tied to an archaic blanket license system developed originally for the live music era of dance halls and vaudeville shows.

Local television owners and operators lately have become aware of the unjustified nature of fees charged by ASCAP, BMI and SESAC and of the inability of existing legislation to prevent this unfairness.

The volunteer broadcasters involved in the fight for reform are committed to securing legislation that will bring about payment for music performance rights based on the real value of music in a program, not as an artificial formula that perpetuates a longstanding inequity.—*M.N. (Buddy) Bostick, president and general manager, KWTX-TV Waco, Tex.*

Happy returns

Editor: This organization is very grateful to you for bringing back your excellent section, "Where Things Stand," on a more frequent basis.

The Caucus has a committee dealing with Washington matters and you save them a great deal of research by keeping them abreast.

I'm sure that that section is one that is useful to many of your professional readers as well as to members of academia, and even to members of Congress.

We appreciate your publishing it.—*David Levy, executive director, The Caucus for Producers, Writers & Directors, Los Angeles.*

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PTAR proponents

Editor: In Broadcasting's July 27 issue ("In Brief") I note that your writers are quick and thorough to list all of the opponents of our petition to repeal the "off-network" provision of the prime time access rule.

There *are* some proponents of this issue, namely Capitol Broadcasting Co.; WRAL-TV Raleigh, N.C.; Bonneville International Corp.; WCPX-TV Orlando, Fla.; WIVB(TV) Buffalo, N.Y., and KARK(TV) Little Rock, Ark. Some of the above have filed with the FCC. In addition there is mounting support from other stations and groups that have not filed as of this date.—*Jerry P. Colvin, executive vice president, general manager, WUHQ-TV Battle Creek, Mich.*

Marino man

Editor: A word of appreciation for your "Fifth Estater" of FCC Review Board Chairman Joseph Marino in the July 20 Broadcasting.

It is about time. This splendid gentleman of great common sense and judicial acumen merits the respect of the entire industry.—*Cecil Lynch, radio engineering consultant, Modesto, Calif.*

Errata

Robert Kipperman is vice president and general manager of CBS Radio Networks, not president, as stated in July 27 radio special story on networks. Also, CBS dropped **three-hour,** not two-hour, weekly top 40 series in past year. In programing story, CBS's "new age" series is called *The New Era* and is aired over CBS RadioRadio, not the CBS Radio Network.

□

July 13 story on presidential debate schedule for 1988 referred to three **Kennedy-Nixon debates** in 1960 that were not sponsored by League of Women Voters. **There were four** such debates.

□

KGO(AM) San Francisco holds rights to San Francisco 49ers games, not KCBS(AM) as printed in NFL chart on page 53 in Aug. 3 issue. KGO distributes to regional network of 30. **Also,** in chart of local radio coverage, KABC(AM) Los Angeles was listed as lead station for **Los Angeles Raiders.** As correctly stated in story, **lead station is KRLA(AM) Los Angeles** with network of 38 stations in 14 states.

Second-quarter television network revenues up slightly

The second-quarter results reported for the three television networks last week can only be said to be encouraging by comparison with the first-quarter numbers. Net revenue for ABC, CBS and NBC increased in the second quarter by 2.53%, to $1,745,873,000, compared to flat first-quarter results.

That small a percentage increase is not likely to have supported gains at all three networks, especially given the likely strength of NBC's advance. With ABC having also claimed an increase for the quarter, the implication suggests the CBS television network had declining revenue. The networks' revenue figures, which are unaudited, are compiled by Arthur Young & Co..

By dayparts, the trends evident in recent quarters largely repeated themselves, with gains in prime time and sports offset by a continuing fall in daytime and children's revenue. Prime time revenue was $932.8 million, up 4.1%, bringing the first-half total to $1.79 billion, up 3.2%.

For daytime, the continuing decline eased in the second quarter, with the $299.7 million total off 6.6% from last year's second quarter. The first-half total was $552.3 million, down 9.5%. A further decline is widely expected for the third quarter because a significant amount of ABC's inventory, if not of other networks as well, will be used for advertiser make-goods.

Sports revenue jumped 21.7% to $199.3 million, bringing the first-half total to $491.6 million, up 16.2%. News fell behind sports as the third largest daypart, with second-quarter revenue of $195 million, down 3%. First-half results showed news revenue of $342.9 million, down 6.9%. Late-night revenue of $82.4 million was flat from a year ago, while first-half numbers were up 1%, to $143.6 million.

The strong first-quarter gain in revenue from children's programing was not repeated in the second quarter, with the $36.6 million total off 4.8% from last year. First-half revenue in that daypart was $57.9 million, up 2.3%.

1987 versus 1986

(Add 000)

	Prime Time	Late Night	Daytime	Children	Sports	News	Total
Revenue from client-supplied programing							
Second quarter '86	$5,486	$0	$0	$0	$0	$0	$5,486
Second quarter '87	12,162	0	315	0	2,598	0	15,075
% increase (decrease)	121.69	0	315	0	2,598	0	174.79
All other gross revenue from time sales*							
Second quarter '86	1,050,749	98,756	377,324	45,194	192,629	232,428	1,997,080
Second quarter '87	1,084,999	96,983	351,862	42,960	230,874	229,325	2,037,003
% increase (decrease)	3.26	(1.80)	(6.75)	(4.94)	19.85	(1.34)	2.00
Total gross revenue from time sales							
Second quarter '86	1,056,235	98,756	377,324	45,194	192,629	232,428	2,002,566
Second quarter '87	1,097,161	96,983	352,177	42,960	233,472	229,325	2,052,078
% increase (decrease)	3.87	(1.80)	(6.66)	(4.94)	21.20	(1.34)	2.47
Less advertising agency commissions							
Second quarter '86	160,017	16,318	56,435	6,791	28,875	31,303	299,739
Second quarter '87	164,315	14,548	52,495	6,405	34,159	34,283	306,205
% increase (decrease)	2.69	(10.85)	(6.98)	(5.68)	18.30	9.52	2.16
Total net revenue from time sales							
Second quarter '86	896,218	82,438	320,889	38,403	163,754	201,125	1,702,827
Second quarter '87	932,846	82,435	299,682	36,555	199,313	195,042	1,745,873
% increase (decrease)	4.09	0	(6.61)	(4.81)	21.71	(3.02)	2.53

*Includes $18,558,000 in color insertion revenue reported by three networks for 1987 second quarter and $16,814,000 for 1986 second quarter.

---

la," compared to the roughly $800,000 to $1 million to produce a prime time soap opera on ABC, CBS and NBC. Some of Telemundo's cost savings are not of its choice. Raider said the network is not allowed to bid for a program's dubbed rights in a market where that same program's English-language version is already running.

In news, the network's week nightly half-hour *Noticiero Telemundo* costs roughly $3.4 million a year to produce (or $13,000 per newscast), while CBS spent roughly $190 million on "hard news" the previous year. But currently the company's 30-second spots sell at about the same discount to the three "Anglo" networks—30 seconds in *Noticiero Telemundo* sell for $1,000 compared to perhaps $60,000 for the same on the *CBS Evening News*.

It has been Silverman's bottom-line pitch to potential investors during the past two weeks that Telemundo can "leverage" the combination of controlled costs and advertising revenue increases into significant gains of cash flow. Specifically the Telemundo chief executive officer thinks that as measured audience and advertiser familiarity increase, advertising avails will become more scarce (they are now around 50%), and advertising rates will jump "geometrically, not just arithmetically."

That kind of mathematics is causing the company to project cash flow gains of roughly 60% for this year, according to an informed source. The roughly $20 million in cash flow expected in 1987 would easily cover the $12 million in cash interest expense and other cash fixed charges Telemundo faces following the public offerings.

In addition to the public stock offering, Reliance and other existing shareholders will be putting in close to $60 million of additional capital. The company is also refinancing some of its debt by issuing zero coupon notes at $106 million, present value. Five years from now those interest-deferred notes, depending on their interest rate, would represent a sum of $205 million to $225 million which Telemundo would have to repay, or refinance. But for the next few years at least, Telemundo may be able to wait for the Spanish-language TV business to catch up. □

RAM

R.A. Marshall & Co.

Media Investment Analysts & Brokers

Coastal southeastern FM station serving top 200 market.
$ 1.75 million

508 Pineland Office Center
Hilton Head Island, South Carolina 29928, 803-681-5252

Facilities Changes

Applications

AM's

Tendered

- **KXKS** (1190 khz) Albuquerque, N.M.—Seeks CP to increase power to 10 kw. Filed July 29.

Accepted

- **WPCF** (1290 khz) Panama City, Fla.—Seeks CP to reduce power to 270 w and make changes in antenna system. Filed July 29.
- **WNDZ** (750 khz) Portage, Ind.—Seeks mod. of CP to operate trans. by remote control from main SL. Filed July 29.

FM's

Tendered

- **KHHH** (98.5 mhz) Honolulu—Seeks mod. of CP to change TL and change HAAT to 295.2 ft. Filed July 29.
- **WRAJ-FM** (92.7 mhz) Anna, Ill.—Seeks CP to change TL; change ERP to 800 w; change HAAT to 626.5 ft. Filed July 29.
- **WBKN** (92.1 mhz) Brookhaven, Miss.—Seeks CP to change TL; change ERP to 2.5 kw and change HAAT to 351 ft. Filed Aug. 4.
- **WQMU** (103.1 mhz) Indiana, Pa.—Seeks CP to change TL and change ERP to 2.4 kw. Filed Aug. 4.
- **WWHT-FM** (94.3 mhz) Goose Creek, S.C.—Seeks mod. of CP to change ERP to 1.43 kw; change HAAT to 478.9 ft and make changes in antenna system. Filed Aug. 4.
- **KISJ-FM** (104.1 mhz) Brownwood, Tex.—Seeks mod. of CP to change TL and change HAAT to 321.4 ft. Filed Aug. 4.

Accepted

- **KIOI** (101.3 mhz) San Francisco—Seeks CP to change TL. Filed Aug. 4.
- **KYA** (103.3 mhz) San Francisco—Seeks mod. of CP to make changes in antenna system. Filed Aug. 4.
- **KHIH** (94.7 mhz) Boulder, Colo.—Seeks mod. of CP to make changes in antenna system. Filed Aug. 4.
- **KKMG** (98.5 mhz) Pueblo, Colo.—Seeks mod. of CP to change TL; change ERP to 65.3 kw and change HAAT to 2,155 ft. Filed Aug. 4.
- **WZTA** (94.9 mhz) Miami Beach—Seeks mod. of CP to change ERP to 100 kw. Filed Aug. 4.
- **WLKQ** (102.3 mhz) Buford, Ga.—Seeks mod. of CP to change TL. Filed Aug. 4.
- **WXIR** (98.3 mhz) Plainfield, Ind.—Seeks mod. of lic. to relocate main studio outside of community of license. Filed July 29.
- **WSJC-FM** (107.5 mhz) Magee, Miss.—Seeks mod. of CP to change HAAT to 751.1 ft.; change TL and make changes in antenna system. Filed Aug. 4.
- **KLDZ** (95.1 mhz) Lincoln, Neb.—Seeks CP to change freq. to 95.1 mhz and change ERP to 50 kw; change HAAT to 492 ft. Filed Aug. 4.
- **WCDO-FM** (100.9 mhz) Sidney, N.Y.—Seeks CP to change ERP to 970 w. Filed Aug. 4.
- **WERT-FM** (98.9 mhz) Van Wert, Ohio—Seeks CP to change TL and change HAAT to 492 ft. Filed Aug. 4.
- **KCMA** (92.1 mhz) Broken Arrow, Okla.—Seeks CP to change ERP to 2.25 kw; change HAAT to 373.9 ft. and change TL. Filed Aug. 4.
- **KCPX-FM** (98.7 mhz) Salt Lake City—Seeks CP to change ERP to 40 kw. Filed Aug. 4.

TV's

Tendered

- **New TV** (ch. 45) Leesburg, Fla.—Seeks MP to change HAAT to 452.6 ft. and change TL. Filed Aug. 4.

Accepted

- **WBRC-TV** (ch. 6) Birmingham, Ala.—Seeks CP to change HAAT to 1,377.6 ft. and change TL. Filed Aug. 4.
- **WHST** (ch. 48) Cleveland—Seeks MP to change HAAT to 1,536 ft. and change TL. Filed Aug. 4.

Actions

AM's

- **KJDJ** (1030 khz) San Luis Obispo, Calif.—Granted app. to reduce power to 2.5 kw-D; 700 w-N and change TL. Action July 23.
- **WNAQ** (1380 khz) Naugatuck, Conn.—Granted app. to operate trans. by remote control from main SL. Action July 21.
- **WEXY** (1520 khz) Wilton Manors, Fla.—Granted app. to operate trans. by remote control from main SL. Action July 21.
- **WKVI** (1520 khz) Knox, Ind.—Returned app. to increase power to 2 kw. Action July 24.
- **WMRE** (1510 khz) Boston—Granted app. to operate trans. by remote control from main SL. Action July 21.
- **WEHH** (1590 khz) Elmira Heights, N.Y.—Granted app. to change hours of operation to unlimited by adding night service with 460 w and make changes in antenna system. Filed July 23.

FM's

- **WKYD-FM** (98.1 mhz) Andalusia, Ala.—Granted app. to change ERP to 89 kw and change HAAT to 1,022.1 ft. Action July 24.
- **KCZP** (91.9 mhz) Kenai, Alaska—Granted app. to change TL; change ERP to 4.9 kw and change HAAT to 72.2 ft. Action July 28.
- **KGCI** (97.7 mhz) Grundy Center, Iowa—Granted app. to change TL and change HAAT to 328 ft. Action July 28.
- **WBYQ** (96.7 mhz) Baltimore—Returned app. to change TL; change ERP to 192 w and change HAAT to 170.7 ft. Action July 28.
- **KIKV-FM** (100.7 mhz) Alexandria, Minn.—Granted app. to change TL and change HAAT to 1,023.4 ft. Filed July 23.
- **WCKO** (98.7 mhz) Vicksburg, Miss.—Dismissed app. to change HAAT to 1,057.5 ft. Action July 27.
- **WSJL** (102.3 mhz) Cape May, N.J.—Dismissed app. to change TL and change HAAT to 328 ft. Action July 28.
- **KFGO-FM** (101.9 mhz) Fargo, N.D.—Granted app. to change HAAT to 986 ft. Action July 23.
- **KBEZ** (92.9 mhz) Tulsa, Okla.—Granted app. to change TL and change HAAT to 1,317.6 ft. Action July 27.
- **KBOO** (90.7 mhz) Portland, Ore.—Granted app. to change HAAT to 911 ft. and decrease HAAT to 23.44 kw. Action June 3.
- **WAVF** (96.1 mhz) Hanahan, S.C.—Granted app. to change TL and change HAAT to 1,445 ft. Action July 24.
- **KEXI** (93.3 mhz) Walla Walla, Wash.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 222.7 ft. and make changes in antenna system. Filed July 23.

TV's

- **KREQ** (ch. 23) Arcata, Calif.—Granted app. to change ERP vis. to 195 kw; aur. 19 kw; change HAAT to 1,672.8 ft. and change TL. Action July 29.
- **KTLA-TV** (ch. 5) Los Angeles—Granted app. to change ERP to 44.7 kw; change HAAT to 3,204.6 ft. and change TL. Action July 13.
- **KMNE-TV** (ch. 7) Basett, Neb.—Granted app. to change HAAT to 1,487 ft. Action July 24.
- **WMGC-TV** (ch. 34) Binghamton, N.Y.—Granted app. to change ERP to 1,490 kw and change HAAT to 922 ft. Action July 13.
- **KKTU** (ch. 33) Cheyenne, Wyo.—Granted app. to change ERP to 253 kw; change HAAT to 488.7 ft. and change TL. Action July 24.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
New FM	
WWDR	Jessup Broadcasting Ltd. Partnership, Hardeeville, S.C.
Existing AM's	
WAJL	WWLD Alleluia Ministries Inc., Pine Castle-Sky Lake, Fla.
WWLD	WAJL Metroplex Communications Inc., Winter Park, Fla.
Existing TV's	
KHSF	KPST-TV Silver King Broadcasting of Northern California Inc., Vallejo, Calif.
KHSP	KWVT Silver King Broadcasting of Oregon Inc., Salem, Ore.

Grants

Call	*Sought by*
New FM's	
WXYB	Echo Broadcasting inc., Zeeland, Mich.
WKLM	Graphic Publications Inc., Millersburg, Ohio
KMIQ	Cotton Broadcasting, Robstown, Tex.
New TV's	
WKKT-TV	Green River Group Ltd., Hopkinsville, Ky.
WHTJ	Central Virginia Educational Television Corp., Charlottesville, Va.
Existing AM's	
WRRX	WRLX Target Communications of Alabama Inc., Tuscaloosa, Ala.
KMFI	KSVA Sierra Pacific Broadcasters Ltd., Sierra Vista, Ariz.
WXAM	WLCB Larue County Broadcasting Co., Buffalo, Ky.
KATQ	KHPN William S. Boswell, Plentywood, Mont.
WQMI	WAVI Windward Communications Group Inc., Portsmouth, N.H.
KIVA	KXAK Daytona Group of New Mexico Inc., Corrales, N.M.
WADV	WVLV KAPP Advertising Service Inc., Lebanon, Pa.
Existing AM's	
KKSF	KLOK-FM Hillcrest Motor Co., San Francisco
WQMI-FM	WQMI Mildam Communications Corp., York Center, Me.
KIVA-FM	KIVA Daytona Group of New Mexico Inc., Santa Fe, N.M.
WRNX	WRRX Keymarket of Charlotte Inc., Hickory, N.C.
KRTS	KRTS Inc., Seabrook, Tex.

1750-1
8/17/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Aug 17

Fame - New
edited half-hours
Now you can
cut the competition
down to size

Fame
THE HALF HOURS
With the emphasis on drama

evision Distribution

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56th Year 1987

RKO's billion-$ jeopardy

Ted Turner

Multimedia

Vol. 113 No. 7

Broadcasting Aug 17

FCC judge denies RKO's license renewals... page 35.

At Large interview with Ted Turner... page 46.

NBC takes July sweeps... page 42.

Profile of Multimedia at 20... page 54.

NAB's John Summers leaves after 20 years... page 39.

DECISION RENDERED ☐ FCC administrative law judge denies license renewal to RKO General's 14 stations. **PAGE 35.**

LOOKING FOR AN EDGE ☐ Cable executives head to CTAM's 11th annual conference in San Francisco this week to discuss "Cable's Competitive Edge: Fact or Fiction." **PAGE 37.**

REBEL WITH A CAUSE ☐ Turner Broadcasting System Chairman Ted Turner has brought a sportsman's daring to business world. In this At Large interview with BROADCASTING editors, Turner discusses buyout of MGM and buyin by cable operators. **PAGE 46.**

PROTECTION MISSION ☐ NTIA report on AM band is boost to Motorola, recommends to FCC that C-Quam stereo pilot tone be protected. Agency's head, Alfred Sikes, encourages AM broadcasters to adopt stereo to save band. **PAGE 70.**

UNDER FIRE ☐ Justice Department has conveyed its objections to Inouye-Hollings renewal bill (S. 1277) and will recomend presidential veto if it passes. **PAGE 74.**

BUSINESS SAVVY ☐ Marking its 20th anniversary this month, Multimedia has shown keen sense of timing and business know-how, attracting what some consider to be among best management teams in Fifth Estate. **PAGE 78.**

GETTING TOUGH ☐ As industry concern increases over some stations' methods of attracting viewers in sweeps periods, advisory groups for rating services call for tighter enforcement to curb excesses. **PAGE 84.**

MORE TIME ☐ Children's programing may get more time on independent TV stations by fall 1988. **PAGE 86.**

THIRD TIME ☐ Fox Broadcasting could have third night of programing ready by March. But company must first get its weekend schedule in order, FBC executive says. **PAGE 86.**

NEW SCHEDULE ☐ Television Critics Association summer press tour is restructured to accommodate new participants. **PAGE 88.**

GIVE AND TAKE ☐ American Cablesystems' Barry Lemieux has found that cable television affords him the opportunity to do both well and good. **PAGE 111.**

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a barometer, or even the prices Viacom is receiving for its most recent film package, "Viacom XII," he said, the forecoast might be "partly sunny."

Scott Carlin, president of first-run syncication, Lorimar, said that the effects of the downturn in syndication this year were caused mainly by a small segment of syndicators' client base, and that demand for new programing among the rest of the station community, mainly affiliates, is still strong.

As for the bad debt that has resulted from delayed payments or nonpayments by some stations for programing, Carlin said that through "accelerating" that debt in their accounting, Lorimar, and other large syndicators have been only slightly affected. Monies available for development have certainly not been affected, he said, an observation seconded by Bob Jacquemin, senior vice president, Buena Vista Television. Jacquemin said that at Buena Vista, receivables and the company's development budget were not directly linked. Bob King, president of Coca-Cola Telecommunications, said large companies such as the studios are well diversified to handle bad debt and downturns.

John Ranck, executive vice president of Orbis Communications, said "I would think that overall development is down because of the bad luck of a number of syndicators had this year." Ranck said that as stations experience a decline in advertising revenues last year, a lot of syndicators didn't have a shot at making sales. "The entire industry was playing the amortization game" in which no programing is left on the shelf, he said. "There's no question that when things get tough, the financial guys at stations rise to the top."

Dick Perin, of MG/Perin, a smaller distributor, said that "hope always springs eternal," but that "the degree of instability [in syndication last year] will give second thoughts" to many syndicators in bringing projects to NATPE.

If there are fewer programs brought to NATPE this year, said Ed Vane, president of Group W Productions, "it will not be because of a massive decision not to develop," but instead because of "the failure rate among programs" in getting launched. According to Phil Corvo, president of NATPE, the general health of the business going into this season was somewhat predictable. Corvo said that whereas roughly 10% of the 150 first-run properties brought to NATPE 1986 made it on the air by fall 1986, 6% of the 200 properties brought to NATPE 1987 will make it on the air this fall.

Lorimar's Carlin added that another factor that may depress the number of programing entries this year is the lateness of NATPE. (The conference was moved from its usual January dates to February this year to give stations more time to study rating information before making buys.) But Carlin said the lateness also adds to the uncertainty surrounding the launch of shows. "We have to sit on costs" of a show for a longer time before deciding whether it is a go, he said.

According to Lucy Salhany, president of domestic television and video programing at Paramount, a more cautious attitude has evolved in syndication, to the point where companies are looking more closely before budgeting the $25 million a year that Paramount spends on *Entertainment Tonight*. "It's difficult in this market. People are looking at the business differently," she said.

Indeed, although Mort Marcus, president of syndication at Hal Roach Studios, said that his company is trying to "capitalize on the market while it's down" with a more aggressive development attitude, he added that part of Roach's strategy involves getting better deals on production budgets from producers since demand among syndication companies for their services is down.

Producer Andy Friendly concurred, saying that production fees from syndicators are "depressed." That in turn has led to the same trimming of production fat that has been ongoing among those who have to hold down

Syndication■Marketplace

Buena Vista Television will soon begin marketing its first package of films encompassing Touchstone films such as "Color of Money," "Ruthless People," "Down and Out in Beverly Hills," "Country," "Tex," "Tough Guys" and the recently released "Stakeout," starring Emilio Estevez and Richard Dreyfuss. The package of 25 films, "Magic-II," will also include classic Disney releases such as "Alice in Wonderland," "The Shaggy Dog," "That Darn Cat," "Herbie Goes Bananas" and "Son of Flubber." The package will be available beginning in 1989 on a cash-plus-barter basis. More than half of the titles will be making their broadcast debut. "Magic-II" follows "Disney Magic I," without the Disney in its title, since the package includes Touchstone titles. In the first run Buena Vista will keep six of the 12 minutes per hour that each of the two-hour films is cut to accomodate. The subsequent five runs will be sold for straight cash. Bob Jacquemin, senior vice president, said that pricing for films is currently "better than in the best of times" for the best product. Disney now ranks third among studios in box office revenues. Independents, as well as affiliates, 40% of which pre-empt their network for good movie titles, will be the primary customers for "Magic II," he said

As it sells "Magic-II," Buena Vista will also be offering to stations (treating those that now carry the syndicated package of *Wonderful World of Disney* episodes as incumbents), "Disney Treasure-I," 14 Disney classics including "Old Yeller," "Herbie Rides Again" and "The Moon-Spinners," as well as recent releases such as "Return to Oz" and "Night Crossing." "Disney Treasure-I" titles will be available between October 1987 and May 1988 on a cash basis. The incumbent stations can opt to use the films as two-part additions to *Wonderful World*.

Raycom Sports is launching Raycom Entertainment for syndication of programing with *Elvis' Graceland*, a one-hour barter special commemorating the 10th anniversary of Presley's death on Aug. 16. The program is hosted by Pricilla Presley, and features interviews with Sun Records founder Sam Phillips and Presley's first manager (before Colonel Tom Parker), Horace Logan. The program has been cleared by 160 stations covering 87% of the country. Raycom Sports is responsible for networking college football and basketball games for a number of conferences.

King World has retitled *The Laugh Machine* as *George Schlatter's Comedy Club*. The weekly half-hour show featuring stand-up comedians is now cleared on 117 markets for a fall debut. Barter distribution gives stations three minutes and King World three minutes.

Britain's **ITV** has acquired *Donahue* from **Multimedia Entertainment** to air on Central TV and Thames TV.

Potomac Communications Group has purchased the news and news feature cooperative Local Program Network from WCCO-TV Minneapolis. LPN consists of a weekly 90-minute satellite feed of stories produced by stations from all parts of the country; "Cover Story," features and multipart series produced by WCCO-TV, and "One on One," a live person-to-person interview service.

In its first four weeks on the air since production was moved in-house, **Dow Jones**'s *Wall Street Journal Report*, has increased its rating 80% in New York on WCBS-TV. Prior to the in-house move, *WSJ Report* was averaging a 1/6. It is now doing a 1.8/10.

Baruch Television Group reports that it has cleared *Stephen King's World of Horror-Part II* on 73 stations covering over 50% of the country, after one week of sales. Baruch sold *Part I* of the Stephen King special last year on 156 stations covering 92% of the country. *Part II* will air Oct 10-30. Barter distribution gives stations seven minutes and Baruch five minutes.

■ Nielsen Syndication Service preliminary program audience estimates of syndicated shows for the week ended Aug. 2:

Rank	Show	Rating/Markets	% coverage
1.	Wheel of Fortune	13.8/211	97
2.	Jeopardy	10.5/199	94
3.	World Wrestling Fed.	8.8*/242	96
4.	Entertainment Tonight	6.9*/149	91
5.	People's Court	6.5/178	98
6.	New Newlywed Game	6.4/175	93
7.	Oprah Winfrey Show	6.0/154	88
8.	Hollywood Squares	5.6/146	89
9.	Mama's Family	5.3*/158	89
10.	Fame	5.1*/140	91
11.	What a Country	5.0*/86	81
12.	Wrestling Network	4.9*/179	82
13.	Lifestyles of Rich-Famous	4.7*/170	92
14.	It's a Living	4.5*/147	89
15.	Puttin' on the Hits	4.3*/122	90

*includes multiple airings

July 29.

■ Paris, Tex.—Dismissed app. of Johnnie B. Woodbury for ch. 36; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 312 ft. Action July 29.

Facilities Changes

Applications

AM's

Tendered

■ KBRZ (1460 khz) Freeport, Tex.—Seeks CP to change hours of operation to unlimited by adding night service with 250 w; reduce day power to 265 w and make changes in ant. sys. Filed Aug. 11.

Accepted

■ KCLO (1410 khz) Leavenworth, Kans.—Seeks mod. of lic. to operate trans. by remote control. Filed Aug. 11.

■ WMAN (1400 khz) Mansfield, Ohio—Seeks CP to change TL. Filed Aug. 11.

FM's

Tendered

■ WLBF (89.1 mhz) Montgomery, Ala.—Seeks CP to change ERP to 100 kw and change HAAT to 536.6 ft. Filed Aug. 7.

■ KGRM (107.5 mhz) Grambling, La.—Seeks CP to change freq. to 91.5 mhz; change ERP to 50 kw; change HAAT to 492 ft. and change TL. Filed Aug. 7.

■ WZZO (95.1 mhz) Bethlehem, Pa.—Seeks CP to change ERP to 30 kw. Filed Aug. 5.

Accepted

■ WLSF (90.9 mhz) Naples, Fla.—Seeks mod. of CP to change HAAT to 908.56 ft. and change TL. Filed Aug. 7.

■ WCBK-FM (102.3 mhz) Martinsville, Ind.—Seeks CP to change HAAT to 557.6 ft.; change ERP to 1.05 kw and change TL. Filed Aug. 7.

■ WSOC-FM Charlotte, N.C.—Seeks mod. of CP to change HAAT to 1,049.6 ft. Filed Aug. 7.

■ WQDR (94.7 mhz) Raleigh, N.C.—Seeks CP to change TL; change HAAT to 1,226.7 ft. and change ERP 99 kw. Filed Aug. 7.

■ WWZE (101.7 mhz) Central City, Pa.—Seeks CP to change ERP 724 w. Filed Aug. 7.

■ KISJ-FM (104.1 mhz) Brownwood, Tex.—Seeks mod. of CP to change TL and change HAAT to 321 ft. Filed Aug. 10.

TV

Accepted

■ KTMW (ch. 13) Salt Lake City, Utah —Seeks MP to change ERP vis. to 112 kw; change HAAT to 3,660.5 ft. and change TL. Filed Aug. 10.

Actions

AM's

■ KJNP (1170 khz) North Pole, Alaska——Granted app. to reduce night power to 23 kw. Action Aug. 3.

■ KLRA (1010 khz) Little Rock, Ark.—Denied app. to make changes in ant. sys. Action July 31.

■ KTAN (1420 khz) Sierra Vista, Ariz.—Granted app. to increase day power to 1.5 kw. Action Aug 5.

■ KAFY (970 khz) Bakersfield, Calif.—Granted app. to increase night power to 5 kw and change TL. Action Aug. 5.

■ KPRZ (1210 khz) San Marcos, Calif.—Granted app. to change city of license; change night power to 5 kw and make changes in ant. sys. Action Aug. 5.

■ WQAM (560 khz) Miami—Granted app. to change TL and make changes in ant. sys. Action Aug. 4.

■ WAYR (550 khz) Orange Park, Fla.—Granted app. to change TL and make changes in ant. sys. Action July 28.

■ WAOC (1420 khz) St. Augustine, Fla.—Granted app. to increase power to 4 kw and make changes in ant. sys. Action Aug. 3.

■ WRCD (1430 khz) Dalton, Ga.—Granted petition of reconsideration to increase power to 2.5 kw. Action Aug. 5.

■ WSPZ (1520 khz) Douglasville, Ga.—Returned app. to increase power to 2.5 kw. Action Aug. 5.

■ KWDF (840 khz) Ball, La.—Granted app. to increase power to 10 kw. Action Aug. 6.

■ WACE (730 khz) Chicopee, Mass.—Returned app. to increase power to 500 w night; 9.3 kw day and make changes in ant. sys. Action Aug. 5.

■ WBMD (750 khz) Baltimore—Granted app. to reduce power to 710 w. and make changes in ant. sys. Action Aug. 2.

■ WTRI (1520 khz) Brunswick, Md.—Granted app. to increase day power to 9.3 kw make changes in ant. sys. Action Aug 5.

■ WVNJ (1160 khz) Oakland, N.J.—Returned app. to increase power to 2.5 kw night, 10 kw day; change TL and make changes in ant. sys. Action Aug. 5.

■ WIMG (1300 khz) Trenton, N.J.—Dismissed app. to increase power to 5 kw and make changes in ant. sys. Action Aug. 4.

■ WJIW (980 khz) Cazenovia, N.Y.—Granted app. to change TL. Action Aug. 2.

■ KBMR (1130 khz) Bismarck, N.D.—Returned app. to change freq. to 710 khz. Action Aug. 5.

■ WELW (1330 khz) Willoughby, Ohio—Granted app. to change hours of operation to unlimited by adding night service with 340 w and make changes in ant. sys. Action Aug. 5.

■ WVKS (103.1 mhz) Etowah, Tenn.—Granted app. to change HAAT to 871 ft. and make changes in ant. sys. Action Aug. 5.

■ KORQ (1340 khz) Abilene, Tex.—Granted app. to change TL. Action Aug. 2.

■ WWRS (990 khz) Mayville, Wis.—Returned app. to increase power to 500 w; change TL and make changes in ant. sys. Action Aug. 3.

FM's

■ KXDZ (103.1 mhz) Anchorage, Alaska—Granted app. to change ERP to 3 kw; change HAAT to minus 156.13 ft. and change TL. Action Aug. 5.

■ KJAN-FM (103.7 mhz) Atlantic City, Iowa—Granted app. to change TL; change ERP to 49.5 kw and change HAAT to 1,304.5 ft. Action Aug. 4.

■ WYSS (99.5 mhz) Sault Ste. Marie, Mich.—Granted app. to change ERP to 100 kw. Action Aug. 4.

■ WSBH (95.3 mhz) Southampton, N.Y.—Granted app. to make changes in ant. sys. Action Aug. 5.

■ WFRW (88.1 mhz) Webster, N.Y.—Granted app. to change ERP to 18.62 kw; change HAAT to 337 ft. and make changes in ant. sys. Action Aug. 5.

■ WLIT-FM (101.9 mhz) Gastonia, N.C.—Granted app. to change HAAT to 987.3 ft. Action Aug. 3.

■ WAZZ (103.9 mhz) Fuquay-Varina, N.C.—Granted app. to change TL; change ERP to 1.2 kw and change HAAT to 493 ft. Action Aug. 5.

■ WIOA (99.9 mhz) San Juan, P.R.—Granted app. to change TL; change ERP to 30 kw; change HAAT to 977.4 ft. and make changes in antenna system. Action July 23.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Call Letters

Applications

Call	*Sought by*
New AM	
WGSK	South Kent School, South Kent, Conn.
Existing AM's	
KRYN	KIKX KRYN Communications Corp., Manitou Springs, Colo.
WWLW	WMHI Michael A. Rutberg, Coleman, Fla.
WPLX	Chancie L. Pylant and Jeffrey D. Pylant, Collierville, Tenn.
Existing FM	
WRBA	WVBM Royal Palm Communications Inc. Springfield, Fla.

Grants

Call	*Sought by*
New AM	
WWAK	Lake Area Radio, Redwater Lake, Fla.
New FM's	
WDRP	David G. Perry, Windsor, N.C.
KMYB	McKee Broadcasting, Pawhuska, Okla.
Existing AM's	
KEZJ	KEEP KSRV Inc., Twin Falls, Idaho
WLQV	WCZY Satellite Radio Network Inc., Detroit
WMFG	WGGR DNS Broadcasting Inc., Hibbing, Minn.
KQAK	KWOW Constant Communicatios Inc., Eugene, Ore.
WMRE	WSKT Morgan Broadcasting Co., Knoxville, Tenn.
KSSA	KTNS Radio Plano Inc., Plano, Tex.
WAMX	WGNT Stoner Broadcastinbg System Inc., Huntington, W.Va.
Existing FM's	
KAFM	KKJJ Chuck Crisler, Payson, Ariz.
KHYT	KMMG Brawley Broadcasting Co., Brawley, Calif.
KPSC	KPSH-FM University of Southern California, Palm Springs, Calif.
KWLI	KEYQ Joyce Communications Inc., Eagle, Colo.
KEZJ-FM	KEZJ KSRV Inc., Twin Falls, Idaho
KWKL	KBUZ Kelsey Broadcasting Corp., Arkansas City, Kansas
WAMX-FM	WAMX Stoner Broadcastinbg System Inc., Ashland, Ky.
WLFS	WFXZ B C Communications Inc., Pinconning, Mich.
KKDL	KVLR Grignon Radio Inc., Detroit Lakes, Minn.
WMFG-FM	WMFG DNS Broadcasting Inc., Hibbing, Minn.
KYEE	KKBE Norman Todd, Trustee, Alamagordo, N.M.
WRLX	WRNX Keymarket of Charlotte Inc., Hickory, N.C.
KRXO	KIMY United Radio Corp., Oklahoma City, Okla.
WQEL	WBCQ Brokensword Broadcasting Co., Bucyrus, Ohio
Existing TV's	
KHOG-TV	KTVP Sigma Broadcasting, Fayetteville, Ark.
WESH	WESH-TV H&C Communications Inc., Daytona Beach, Fla.

C1750-1

The Fifth Estate

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Broadcasting Aug 31

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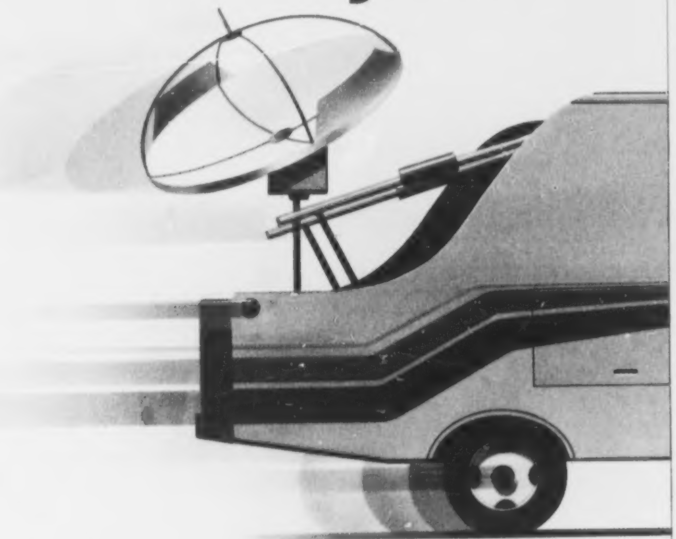

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And ask how we can help soup-up your news.

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56th Year 1987

An asset evaluation

Vol. 113 No. 9

Broadcasting Aug 31

Cable value tops broadcast TV... page 31.

Westwood One-NBC Radio deal completed... page 34.

State of the art of journalism... page 41.

New order for top 20 TV group owners... page 32.

Cable operators, news directors head South... page 81, 59.

BOTTOM LINE ☐ BROADCASTING calculations find that value of cable TV industry surpasses that of broadcast television by almost $30 billion. **PAGE 31.**

DOTTED LINE ☐ Westwood One's $50-million acquisition of NBC Radio Networks will result in some layoffs and several consolidations of NBC network departments. **PAGE 34.**

JOURNALISM 1987 ☐ High stakes and vigilance over competitive techniques to lure viewers makes local television news an exciting and increasingly sophisticated business. **PAGE 41.** NBC News has added evening news race to its list of laurels, but people meter rating system will affect outcome of future races. **PAGE 50.** The uneasy relationship of news and profit. **PAGE 54.** Never-ending news coverage finds its place on cable. **PAGE 56.** Broadcasters debate whether nature of radio news is dramatically changing in 1987, including loss of radio's local emphasis in reporting. **PAGE 98.**

NEWS DIRECTORS HEAD TO ORLANDO ☐ Tough issues are on agenda of 42d annual RTNDA conference in Orlando, Fla., Sept 1-4. Preview, agenda and list of exhibitors begin on **PAGE 59.**

CABLE OPERATORS GO TO ATLANTA ☐ Overbuilds, improving profits and better marketing techniques highlight Eastern Cable Show Aug. 30-Sept. 1. Advance and list of exhibitors begin on **PAGE 81.**

TAXING TIMES IN FLORIDA ☐ Florida governor has told legislative leaders he would attempt to put Florida's controversial 5% service tax, which affects advertising, on ballot. **PAGE 84.**

NEXT AX TO FALL? ☐ Petioners ask FCC to abolish fairness doctrine corollaries. **PAGE 89.**

ABLE ADVISER ☐ When attorney Bruce Sanford talks about libel law, broadcasters listen. **PAGE 119.**

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Gathering of global minds

U.S. media companies may be left out of a rapidly changing world information scene if political and economic barriers to their participation are not quickly fought. This according to organizers of a day-long Washington conference Sept. 16 to examine how to keep global markets open.

The gathering, sponsored by the American Bar Association in association with the National Association of Broadcasters, the American Advertising Association, The Georgetown Center for Strategic and International Studies and the International Law Institute, will bring together an invitation-only group of media business executives, communications lawyers, U.S. government officials and international consultants to discuss ways in which "freedom of communication services can be made a serious, high-level trade debate," according to conference coordinator John Eger of Worldwide Media Group.

Among conference participants are Acting Secretary of Commerce Bud Brown, former FCC Chairman Mark Fowler, National Telecommunications and Information Agency head Charles Z. Wick, State Department's Diana Lady Dougan, MCA/Universal's Charles Morgan, Britain's Superchannel managing director Charles Levison and former U.S. Ambassador to GATT (General Agreement on Tariffs and Trade) William N. Walker. The conference will be held at NAB headquarters in Washington.

between $2.5 billion and $3.5 billion. The network portion of those estimates adds roughly $4 billion to the total, now at $50.1 billion, and net of debt, $35.3 billion.

The quality of these numbers is dependent on the quality of the estimates for industry-wide revenue and operating margins. Robert Coen, senior vice president and director of forecasting for McCann-Erickson, projects 1987 network revenue of $8,970,000,000 (BROADCASTING, June 22). Net of agency commission and commercial production costs, that total would be closer to $7.5 billion. Operating margins vary significantly by network, with only NBC expected to show any significant operating cash flow in 1987. BROADCASTING's three-network profit estimate (May 4) was $410 million, which might be raised now to $450 million because of the strong upfront advertising market.

What multiple of cash flow should one use to value a television network? The sales of NBC and ABC have done nothing to alter or reinforce the traditional multiple of eight. That gives a three-network value of $3.6 billion, which, combined with the negative cash flow, but still presumably valuable, Fox network could bring the total to the $4 billion mentioned above.

As for valuing the stations, a study of operating margins for 41 group owners was recently conducted by John Kornreich of Neuberger & Berman. The groups included make up the preponderance of TV station operators in the top 50 markets and their combined revenue was $6.3 billion, or over half of the $10.7 billion in net spot and local revenue that Coen said went to all TV last year. The mean average cash flow margin for the group owners was 39.3%. That number would be high for the industry as a whole, however, because Kornreich's study is weighted toward affiliate owners and larger-market stations, both of which have higher margins than others. A more likely average for the industry as a whole would be about 33%.

That margin, multiplied by Coen's estimate of $11.6 billion in spot and local TV, would produce cash flow of $3.8 billion, which, multiplied by 12, produces the $46.1 billion total. In reality, multiples cover a wide range and in some cases are meaningless, but 12 times 1987 cash flow would be a reasonable number, according to station broker Howard Stark.

How much of the programing/production industry to include in the broadcasting industry is a difficult question. If networks are included, barter syndication should be too since both are of the same genus but at different stages on the evolutionary scale. Barter revenue for 1987 is projected to be $645 million, but margins range from at least 50%, reported by Multimedia, to losses taken on some first-run programing.

Using a 25% average margin and a 12-times multiple, one would come up with a barter value of $1.8 billion, which is undoubtedly too low, since King World Productions alone has a current market capitalization of more than $900 million. A more likely number, just for barter, would be, say, $3 billion.

The real difficulty with the programing side is not with multiples, or even with evaluating film libraries, but where to stop. Why include the value of barter shows, but not those bought for cash, or for that matter, money obtained for sports rights fees? And if networks and other programing companies are included, there is at least some double counting of revenue and therefore asset value. ☐

List of top 20 TV group owners takes new shape

Same players, but new order of top TV station owners; Spanish-language stations reach new heights

Although no new players have been added to the list of top 20 group owners this year, there have been many shake-ups in the order, and depending on the status of RKO's KHJ-TV Los Angeles, the lineup could change once again.

KHJ-TV was already responsible for skewing the chart when the imminent sale of the station to Group W fell through, moving the latter from the sixth to the eighth spot.

The positions of the top five groups remain intact, though NBC's proposed purchase of WTVJ(TV) Miami from SCI Inc. will move NBC (at 1.37% coverage) closer to Capcities/ABC's dominant coverage of the U.S.

Although not existing two years ago, Home Shopping Network, the Clearwater, Fla.-based purveyor of teleshopping programs, became the sixth largest television group owner with the purchase of two new TV's in 1987. Silver King Broadcasting, as HSN calls its various broadcasting subsidiaries, bought KLTJ(TV) Irving, Tex., for $16.25 million and KWVT(TV) Salem, Ore., for $5 million last June (both "Changing Hands," June 15).

Chris Craft moved up also, because of Group W's fall to eighth place. Spanish-language broadcaster Reliance Group Inc., jumped from 17th to ninth place with the purchase of KSTS(TV) San Jose, Calif., and a new TV in Galveston, Tex. (Houston) for $25 million. The joint venture of Hallmark Cards and First Chicago Corp., also Spanish-language broadcasters, changed from 14th to 12th place with the purchase of KDTV(TV) San Francisco at the end of last year for $25 million.

With SCI Holdings Inc. (formerly KKR) selling its WTVJ(TV) Miami to NBC for $365 million, and combined with the sale of WLOS(TV) Asheville, N.C., last year, SCI moved from ninth to 13th. It is still awaiting the decision of a review of the initial approval of the sale of WTVJ(TV). SCI still has to close on its sale of a half-interest in its six TV's to Gillett.

Gannett, with no new purchases, stayed at 10th place this year. TVX, as expected, moved from its 11th spot to 15th because of the mandatory sales of two of its stations. (The purchase of Taft's TV stations had given TVX—with a temporary waiver from the FCC—14 stations). Cox moved up from 12th last year to take TVX's place.

With the rapid ascension of Hallmark and Reliance into larger group owners, Scripps Howard moved to 16th place. Gaylord moved to last place when it sold WVUE-TV New Orleans for about $60 million and WTVT Tampa, Fla., to Gillett for $365 million. Taft moved down to 18th and Belo moved to 19th.

In the chart on page 33, market penetration is based on Arbitron figures released in October. FCC regulations allow for ownership of up to 12 TV stations when coverage of the U.S. remains below 25% (or 14 stations if the owner is a minority). UHF stations recieve a 50% discount on coverage.

Television's top 20

These will be the 20 companies at the top in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts) should all proposed sales take place. The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1986-87 market ADI household and percentage figures released in October. UHF stations are figured at a 50% discount in coverage, according to FCC rules.

1. □ Capital Cities/ABC
(24.43%)

Ch. 7 WABC-TV New York (1) 7.78%
Ch. 7 KABC-TV Los Angeles (2) 5.17%
Ch. 7 WLS-TV Chicago (3) 3.50%
Ch. 6 WPVI-TV Philadelphia (4) 3.01%
Ch. 7 KGO-TV San Francisco (5) 2.37%
Ch. 13 KTRK-TV Houston (10) 1.66%
Ch. 11 WTVD(TV) Durham, N.C. (35) .71%
Ch. 30 KFSN-TV Fresno, Calif. (63) .23%.

2. □ NBC/GE
(22.38%)

Ch. 4 WNBC-TV New York (1) 7.78%
Ch. 4 KNBC(TV) Los Angeles (2) 5.17%
Ch. 5 WMAQ-TV Chicago (3) 3.50%
Ch. 4 WRC-TV Washington (9) 1.78%
Ch. 3 WKYC-TV Cleveland (11) 1.61%
Ch. 4 WTVJ(TV) Miami (14) 1.37%
Ch. 4 KCNC-TV Denver (19) 1.17%

3. □ CBS
(19.46%)

Ch. 2 WCBS-TV New York (1) 7.78%
Ch. 2 KCBS-TV Los Angeles (2) 5.17%
Ch. 2 WBBM-TV Chicago (3) 3.50%
Ch. 10 WCAU-TV Philadelphia (4) 3.01%

4. □ Fox
(19.39%)

Ch. 5 WNYW(TV) New York (1) 7.78%
Ch. 11 KTTV(TV) Los Angeles (2) 5.17%
Ch. 32 WFLD(TV) Chicago (3) 1.75%
Ch. 25 WXNE-TV Boston (6) 1.165%
Ch. 33 KDAF(TV) Dallas (8) .915%
Ch. 5 WTTG(TV) Washington (9) 1.78%
Ch. 26 KRIV(TV) Houston (10) .83%

5. □ Tribune Broadcasting
(18.69%)

Ch. 11 WPIX(TV) New York (1) 7.78%
Ch. 5 KTLA(TV) Los Angeles (2) 5.17%
Ch. 9 WGN-TV Chicago (3) 3.50%
Ch. 46 WGNX(TV) Atlanta (12) .70%
Ch. 2 KWGN-TV Denver (19) 1.17%
Ch. 26 WGNO-TV New Orleans (33) .37%

6. □ Home Shopping Network
(15.61%)

Ch. 68 WHSE(TV) Newark, N.J. (1) 3.89%
Ch. 46 KHSC(TV) Ontario, Calif. (2) 2.585%
Ch. 60 WPWR-TV Aurora, Ill. (3) 1.75%
Ch. 65 WHSP(TV) Vineland, N.J. (4) 1.525%
Ch. 66 KPST-TV Vallejo, Calif. (5) 1.185%
Ch. 66 WHSH Marlborough, Mass. (6) 1.165%
Ch. 49 KLTJ(TV) Irving, Tex. (8) .915%
Ch. 67 KHSH(TV) Alvin, Tex. (10) .83%
Ch. 61 WCLQ-TV Cleveland (11) .805%
Ch. 24 WHSW(TV) Baltimore (21) .51%
Ch. 22 KWVT(TV) Salem, Ore. (26) .45%

7. □ Chris Craft Industries
(10.405%)

Ch. 13 KCOP(TV) Los Angeles (2) 5.17%
Ch. 44 KBHK-TV San Francisco (5) 1.185%
Ch. 9 KMSP-TV Minneapolis (15) 1.37%
Ch. 45 KUTP(TV) Phoenix (22) .51%
Ch. 12 KPTV(TV) Portland, Ore. (26) .90
Ch. 4 KTVX(TV) Salt Lake City (41) .66%
Ch. 4 KMOL-TV San Antonio, Tex. (44) .61%

8. □ Group W
(10.11%)

Ch. 3 KYW-TV Philadelphia (4) 3.01%
Ch. 5 KPIX(TV) San Francisco (5) 2.37%
Ch. 4 WBZ-TV Boston (6) 2.33%
Ch. 2 KDKA-TV Pittsburgh (13) 1.38%
Ch. 13 WJZ-TV Baltimore (21) 1.02%

9. □ Reliance Group
(*9.175%)

Ch. 47 WNJU-TV Linden, N.J. (1) 3.89%
Ch. 52 KVEA(TV) Corona, Calif. (2) 2.585%
Ch. 48 KSTS(TV) San Jose (5) 1.185%
*Ch. 48 New TV Galveston, Tex. (10) .83%
Ch. 51 WSCV Fort Lauderdale, Fla. (14) .685%
Ch. 2 WKAQ-TV San Juan, P.R. NR**

10. □ Gannett
(8.795%)

Ch. 56 WLVI-TV Boston (6) 1.165%
Ch. 9 WUSA(TV) Washington (9) 1.78%
Ch. 11 WXIA-TV Atlanta (12) 1.40%
Ch. 11 KARE(TV) Minneapolis (15) 1.37%
Ch. 9 KUSA-TV Denver (19) 1.17%
Ch. 12 KPNX-TV Phoenix (22) 1.02%
Ch. 5 KOCO-TV Oklahoma City (37) .70%
Ch. 24 KVUE-TV Austin, Tex. (72) .19

11. □ Cox
(8.91%)

Ch. 2 KTVU(TV) Oakland, Calif. (5) 2.37%
Ch. 50 WKBD-TV Detroit (7) .96%
Ch. 2 WSB-TV Atlanta (12) 1.40%
Ch. 11 WPXI(TV) Pittsburgh (13) 1.38%
Ch. 30 KDNL-TV St. Louis (18) .60%
Ch. 9 WFTV(TV) Orlando (27) .86%
Ch. 9 WSOC-TV Charlotte, N.C. (32) .76%
Ch. 7 WHIO-TV Dayton, Ohio (48) .58%

12. □ Hallmark Cards
(8.88%)

Ch. 41 WXTV(TV) Paterson, N.J. (1) 3.89%
Ch. 34 KMEX-TV Los Angeles (2) 2.585%
Ch. 14 KDTV(TV) San Francisco (5) 1.185%
Ch. 23 WLTV(TV) Miami (14) .685%
Ch. 41 KWEX-TV San Antonio, Tex. (44) .305%
Ch. 21 KFTV(TV) Hanford, Calif. (63) .23%

13. □ SCI Holdings
(7.795%)

Ch. 38 WSBK-TV Boston (6) 1.165
Ch. 2 WJBK-TV Detroit (7) 1.92%
Ch. 8 WJW-TV Cleveland (11) 1.61%
Ch. 5 WAGA-TV Atlanta (12) 1.40%
Ch. 39 KCST-TV San Diego (25) .45%
Ch. 6 WITI-TV Milwaukee (30) .80%
Ch. 13 WTVG(TV) Toledo, Ohio (65) .45%

14. □ MCA
(7.78%)

Ch. 9 WWOR-TV New York (1) 7.78%

15. □ TVX Broadcast Group
(7.825%)

Ch. 29 WTAF-TV Philadelphia (4) 1.505%
Ch. 21 KTXA(TV) Fort Worth (8) .915%
Ch. 20 WDCA-TV Washington (9) .89%
Ch. 20 KTXH(TV) Houston (10) .83%
Ch. 6 WCIX(TV) Miami (14) 1.37%
Ch. 30 WCAY-TV Nashville, Tenn. (31) .39%
Ch. 38 WNOL-TV New Orleans (33) .37%
Ch. 22 WLFL-TV Raleigh, N.C. (35) .355%
Ch. 30 WMKW-TV Memphis, Tenn. (39) .335%
Ch. 35 KRRT(TV) Kerrville, Tex. (44) .305%
Ch. 33 WTVZ(TV) Norfolk, Va. (46) .30%
Ch. 38 KJTM-TV Pine Bluff, Ark. (53) .26%

16. □ Scripps Howard
(7.585%)

Ch. 7 WXYZ-TV Detroit (7) 1.92%
Ch. 5 WEWS(TV) Cleveland (11) 1.61%
Ch. 28 WFTS(TV) Tampa (17) .62%
Ch. 15 KNXV-TV Phoenix (22) .51%
Ch. 9 WCPO-TV Cincinnati (28) .81%
Ch. 41 KSHB-TV Kansas City, Mo. (29) .405%
Ch. 5 WMC-TV Memphis (39) .67%
Ch. 2 KJRH(TV) Tulsa (52) .53%
Ch. 5 WPTV(TV) West Palm Beach, Fla. (54) .51%

17. □ Hearst
(6.92%)

Ch. 5 WCVB-TV Boston (6) 2.33%
Ch. 4 WTAE-TV Pittsburgh (13) 1.38%
Ch. 11 WBAL-TV Baltimore (21) 1.02%
Ch. 9 KMBC-TV Kansas City, Mo. (29) .81%
Ch. 12 WISN-TV Milwaukee (30) .80%
Ch. 2 WDTN(TV) Dayton, Ohio (48) .58%

18. □ Taft
(5.83%)

Ch. 10 WTSP-TV St. Petersburg, Fla. (17) 1.24%
Ch. 10 KTSP-TV Phoenix (22) 1.02%
Ch. 12 WKRC-TV Cincinnati (28) .81%
Ch. 4 WDAF-TV Kansas City, Mo. (29) .81%
Ch. 6 WTVN-TV Columbus, Ohio (34) .74%
Ch. 6 WBRC-TV Birmingham, Ala. (43) .63%
Ch. 8 WGHP-TV High Point, N.C. (50) .58%

19. □ Belo Broadcasting
(5.68%)

Ch. 8 WFAA-TV Dallas (8) 1.83%
Ch. 11 KHOU-TV Houston (10) 1.66%
Ch. 10 KXTV(TV) Sacramento, Calif. (20) 1.06%
Ch. 13 WVEC-TV Hampton, Va. (46) .60%
Ch. 6 KOTV(TV) Tulsa, Okla. (52) .53%

20. □ Gaylord Broadcasting
(5.225%)

Ch. 11 KTVT(TV) Fort Worth (8) 1.83%
Ch. 39 KHTV(TV) Houston (10) .83%
Ch. 43 WUAB(TV) Cleveland (11) .805%
Ch. 11 KSTW(TV) Tacoma, Wash. (16) 1.36%
Ch. 18 WVTV(TV) Milwaukee (30) .40%

* Coverage when station is completed.

** TV Groups with stations in markets not rated by Arbitron must supply audience reach figures to the FCC, but only at the time of a sale.

WAJL(AM) Winter Park, Fla. (see below). Buyer is owned by Robert Thompson, Shreveport, La.-based attorney with no other broadcast interests. Filed May 18.

■ WWLD(AM) Pine Castle-Sky Lake, Fla. (1190 khz; 5 kw-D)—Granted assignment of license from Comco Inc. to Alleluia Ministries Inc. for $300,000. Seller is owned by Walter M. Windsor. It has no other broadcast interests. Buyer is owned by Albert Chubb and his wife, Elayne. It is also selling WAJL(AM) Winter Park, Fla. (see below). Action Aug. 18.

■ WAJL(AM) Winter Park, Fla. (1440 khz; 5 kw-D; i kw-N)—Granted assignment of license from Alleluia Ministries Inc. to Metroplex Communications Inc. for $1.1 million. Seller is buying WWLD(AM) Pine Castle-Sky Lake, Fla. (see above). Buyer is Cleveland-based group of six AM's and seven FM's owned by Norman Wain and Robert C. Wiess. Action Aug. 18.

■ WDEN-AM-FM Macon, Ga. (1500 khz; 1 kw-D; FM: 105.3 mhz; 105 kw; HAAT: 770 ft.)—Granted assignment of license from WDEN Communications Ltd. to Magic Broadcasting for $6 million. Seller is owned by Thom E. Smith, Frank Burge and Austin Paddock. It has no other broadcast interests. Buyer is owned by Doug Grimm and Don McCoy, who also own WJYR(FM) Myrtle Beach, S.C. It is also buying WLSQ(AM)-WREZ(FM) Montgomery, Ala. Action Aug. 6.

■ WALI(AM)-WROG(FM) Cumberland, Md. (AM: 1230 khz; 1 kw-U; FM: 102.9 mhz; 3.5 kw; HAAT: 1,400 ft.)—Granted assignment of license from Community Service Broadcasters Inc. to Tschudy Communications Corp. for $865,000. Seller is owned by C. Alfred Dick and William A. Hubbard. It has no other broadcast interests. Buyer is owned by Earl Judy, who also owns WSIG(AM) Mt. Jackson, Va. Action Aug. 13.

■ WATN(AM) Watertown and WTOJ(FM) Carthage, both New York (AM: 1240 khz; 1 kw-D; 250 w-N; FM: 103.1 mhz; 3 kw; HAAT: 363 ft.)—Dismissed assignment of license from A.P.A. Communications Inc. to Hastings Broadcasting Corp. for $1.7 million. Seller is owned by Dean Aubol and Frank Penny. Penny owns WEBO(AM)-WQWT(FM) Oswego, N.Y. Aubol was former owner of WTHU(FM) Thurmont, Md. Buyer is owned by Gordon H. Hastings and his wife, Linda. Hastings is former president of Katz Television and also owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. Action Aug. 14.

■ WISE(AM) Asheville, N.C. (1310 khz, 5 kw-D; 1 kw-N)—Granted assignment of license from Pine Trails Broadcasting Co. to United Broadcasting Enterprises Inc. for $425,000. Seller is subsidiary of Heritage Broadcast Group Inc., Tucker, Ga.-based group of four AM's and four FM's owned by James T. Cullen and Adam G. Polacek. It recently bought WWNC(AM) Asheville for $7,250,000. Buyer is owned by Glenn Wilcox and W.T. Denman. Wilcox owns Wilcox World Travel, Asheville-based travel agency. Denman is local attorney. Action Aug. 19.

■ WEBG(AM) Ebensburg, Pa. (1580 khz; 1 kw-D)—Granted assignment of license from Ebensburg Broadcast Group Inc. to Cambria Broadcasting Inc. for $52,000. Seller is owned by Phillip P. Lenz, who has no other broadcast interests. Buyer is owned by Jaan E. Vaino, New Testament Missionary Fellowship and three others. It has no other broadcast interests. Action Aug. 14.

■ WIXR(AM) Mount Pleasant, S.C. (1480 khz; 1 kw-D)—Granted assignment of license from Patricia R. Vestal to Mount Pleasant Communications Inc. for $115,000. Seller has no other broadcast interests. Buyer is owned by William G. Dudley, who has no other broadcast interests. Action Aug. 13.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

New Stations

Applications

AM's

■ Dungeness, Wash.—KMO Inc. seeks 1600 khz; 5 kw-U. Address: P.O. Box 1277; Tacoma, Wash. 98401. Principal is owned by James L. Baine, who also owns KKMO(FM) Tacoma, Wash. Filed Aug. 3.

FM's

■ DeKalb, Ill.—Tana S. Knetch seeks 94.9 mhz; 3 kw; HAAT: 328 ft. Address: 1018 DeKalb Ave., Sycamore, Ill. 60178. Principal has no other broadcast interests. Filed Aug. 17.

■ Shreveport, La.—Willie A. Jackson seeks 102.9 mhz; 50 kw; HAAT: 492 ft. Address: 7022 Bunkerhill Rd., New Orleans 70127. Principal has no other broadcast interests. Filed Aug. 14.

■ Topsail Beach, N.C.—Roy L. Jones seeks 280; 3 kw; HAAT: 328 ft. Address: 812 Robert E. Lee Dr., Wilmington, N.C. 28430. Principal has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: #1 South Topsail Dr., P.O. Box 2190, Surf City, N.C. 28540. Principal is owned by Hiram Creagh Bell and David Clarence Lanier, who have no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Jackson Lee Broadcasting seeks 103.9 mhz; 3 kw; HAAT: 325 ft. Address: 131 South Anderson Blvd., Topsail Beach, N.C. 28445. Principal is owned by Jackson Lee, who has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Topsail Beach FM Partnership seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3031; 28445. Principal is owned by Milton Rae Oppegaard and 25 others, it has no other broadcast interests. Filed Aug. 12.

■ Topsail Beach, N.C.—Group Three W Inc. seeks 280; 3kw; HAAT: 328 ft. Address: P.O. Box 3303; 28445. Principal is owned by brothers Sidney and Hiram Williams who have no other broadcast interests. Filed Aug. 12.

■ Ravena, N.Y.—Ravena Broadcast Partners seek 94.5 mhz; 3 kw; HAAT: 85 m. 4433 Wells Parkway, University Park, Md. 29782. Principal is owned by Arthur Belendiuk; Jeffrey Busch and Darrell Bauguess. It has no other broadcast interests. Filed Aug. 12.

■ Lytle, Tex.—The Stronghold Foundation Inc. seeks 91.3 mhz; 3 kw; HAAT: 90 m. Address: 13719 Stony Forest, San Antonio, Tex. 78231. Principal is nonprofit corporation headed by James C. Baer. Filed Aug. 20.

TV's

■ Yauco, P.R.—Telemundo Group Inc. seeks ch. 42; ERP vis. 4,200 kw, HAAT: 2,146.5 ft. Address: 1290 Ave. of the Americas, New York 10104. Principal is group of four Spanish-language TV's purchased last year from John Blair & Co. It is owned by Reliance Group Holdings, publicly traded New York-based investment firm principally owned by financier Saul Steinberg. Telemundo is headed by Henry R. Silverman, president. Filed Aug. 12.

■ Yauco, P.R.—Maranatha Christian Network seeks ch. 42; ERP vis. 1,000 kw, HAAT: 1,949.3 ft. Address: Calle 7, FF-7; Victoria Heoghts, Bayamon, P.R. 00619. Principal is equally owned by Iris Torres, Santiago Gonzales and Jesus Rodriguez, who have no other broadcast interests. Filed Aug. 12.

Fairwest
(George Johns, Reg Johns, & Bill Yde)
has acquired
WBGK (FM)
&
WMVP (AM)
Milwaukee, Wisconsin
from
AMOS COMMUNICATIONS, INC.

The undersigned, assisted by
Donald R. Bussell, Vice President/Radio Division,
exclusively represented Fairwest in the transaction.

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TELEVISION IN THE PEOPLEMETER AGE

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Broadcasting ▨ Sep 7

Peoplemeters hit ground running. . . page 35.
Broadcasters ready for NAB Radio '87. . . page 49.
Radio's top stations and winning formats. . . page 70.
News executives meet in Orlando. . . page 40.
Judge rules on cable franchise provisions. . . page 41.

WEEK ONE WITH PEOPLEMETERS □ Nielsen and AGB peoplemeter systems officially debuted last week, with lower numbers than old sample and numerous glitches. Assessment of new ratings system by broadcast networks, cable industry, program producers, advertising community and others in Fifth Estate begins on **PAGE 35.**

WONDERFUL WORLD OF NEWS □ With Walt Disney World's Epcot Center as backdrop, RTNDA news directors meet in Orlando, Fla., to discuss some tough issues. **PAGE 40, 86.**

ASSOCIATED TV □ Don Hewitt, CBS *60 Minutes* executive producer and this year's RTNDA Paul White Memorial Award recipient, proposes cooperative TV "wire service" to help reduce broadcast network costs. **PAGE 41.**

CALIFORNIA-BOUND □ Radio broadcasters head to Anaheim, Calif., this week (Sept. 9-12) for NAB Radio '87's workshops and seminars on engineering, formats, management, sales and current issues. Overview, agenda and list of exhibitors begin on **PAGE 49.**

RATING RADIO □ Adult contemporary remains top format in 1987, according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 meter rankings. List of radio's top 10 stations in top 50 markets begins on **PAGE 70.**

AM STEREO DEBATE □ Although it may not become de facto AM stereo standard, AM broadcasters using Kahn Communications' AM stereo system stand by it. **PAGE 76.** NAB survey finds some stations more likely than others to change to AM stereo. **PAGE 75.**

TAKING CARE OF BUSINESS □ Business news finds larger television profile as broadcasters target upscale business-minded viewers. **PAGE 90.**

CABLE ON THE HIGH ROAD □ Cable executives met at Eastern Cable Show in Atlanta last week, where cable's competition was cited and copyright, cable ownership debated. **PAGE 91.**

TOP GUN □ Midwesterner Tim McDonald, president of TVX Broadcast Group, has risen through the ranks while shooting from the hip on the subject of television. **PAGE 127.**

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RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep7

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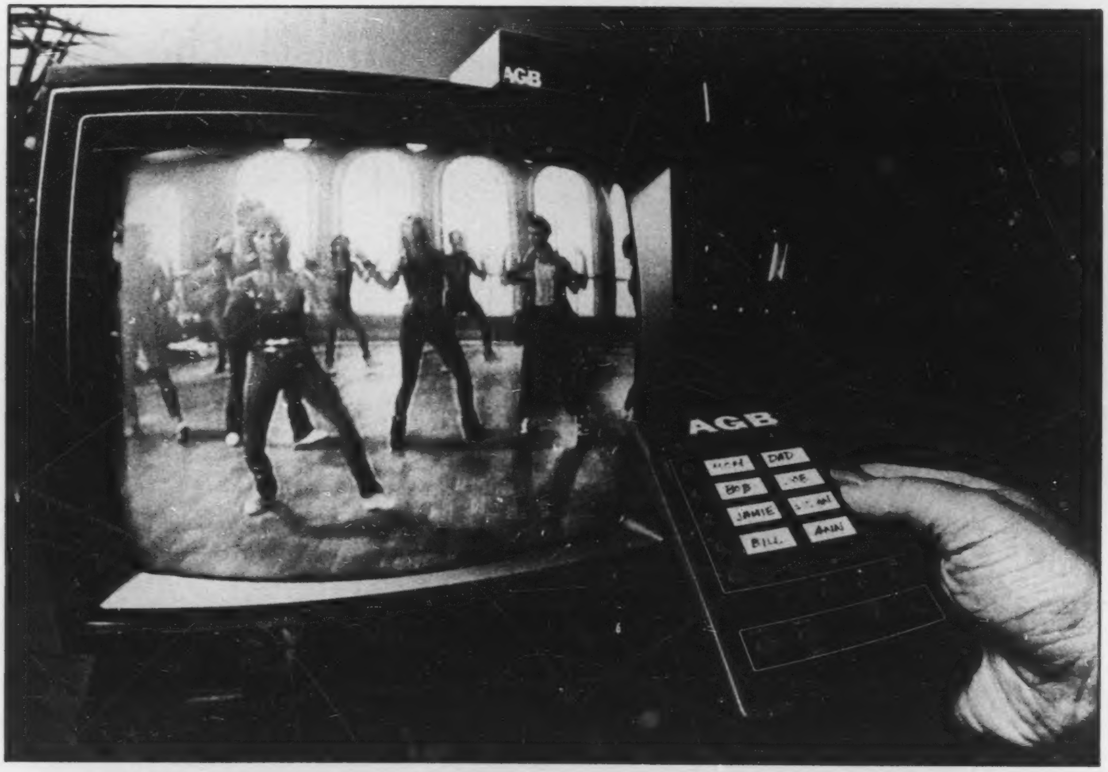
TOP OF THE WEEK



TELEVISION IN THE PEOPLEMETER AGE

Nielsen and AGB peoplemeter systems debut with numbers lower than old sample; glitches numerous in week one

Nielsen and AGB peoplemeter systems made their official debuts last week, despite continuing problems in the samples of the new TV audience measurement services. Both systems reported lower ratings generally than the ratings of Nielsen's outgoing audimeter/diary system in prime time. AGB's new system, which generated numbers for the first time last week (Nielsen has been publishing test data for the past year), showed lower numbers than either Nielsen's peoplemeter system or Nielsen's outgoing service, which has been the standard of television audience measurement for more than 30 years.

The AGB data was challenged by the networks, but AGB stood by its numbers last week, although it characterized them as "preliminary." Network executives said Nielsen's peoplemeter ratings last week contained no surprises or real differences from the peoplemeter ratings the company has published over the past several months.

Nielsen has been publishing peoplemeter reports for the past year. Since July 1, those reports have been based on a sample of 2,000 homes, although the numbers last week were based on usable data from about 1,700 homes. Last Tuesday (Sept. 1) marked the start of daily delivery of national household and demographic ratings by both Nielsen and AGB.

But both ratings companies experienced problems delivering their first sets of numbers last Tuesday. Nielsen inadvertently omitted reporting an entire region of CBS station results in compiling its Monday nationals and had to reissue the numbers. Company officials said it was a one-time mishap that could have happened under the audimeter/diary (A/D) system as well. AGB was a day late in issuing any numbers as it scrambled to deal with technical glitches. The company was working around the clock last week to solve some deficiencies in its affiliate program clearance process, cited by many as the most likely reason for the lower ratings showing up on its reports.

Both companies also had problems with their sample bases last week. AGB was unable to get usable data from about 500 homes in which it has installed meter equipment and relied last week on a sample of just

1,300 homes supplying usable data. It had indicated to clients that it would have an online sample base of 2,000 homes by Sept. 1. Last week, Michael Poehner, president and chief executive officer, AGB Television Research, the U.S. arm of the London-based company, said 2,000 homes would be on line in the AGB sample by the time the new fall season starts on Sept. 14.

One problem that AGB discovered last week and that has also plagued Nielsen, was that its sample base contains geographical imbalances. AGB had hoped to avoid that problem with an alternative recruitment process. The company uses two separate staffs to recruit and install peoplemeters, while Nielsen uses one staff for both tasks. But last week, AGB revealed to clients that its sample was underrepresenting the Northeast and overrepresenting the Pacific Coast. Observers suggested that might explain, at least partially, why AGB's numbers were consistently lower than either of the two Nielsen samples. Generally speaking, they said, more television viewing occurs in the Northeast and less viewing takes place on the Pacific Coast. Thus the imbalances in AGB's sample would likely reflect lower viewing levels than acutally exist.

Last week, Nielsen Vice President John Dimling, in charge of the company's peoplemeter effort, acknowledged that the Nielsen peoplemeter sample was still underrepresenting the Southern and Northeastern regions of the country. But he said the underrepresentation was minimal in both cases, amounting to only a few percentage points, and that the company was working to correct

Week one with peoplemeters: how they compare in prime time

The following is a head-to-head comparison of prime time network programing for Monday, Aug. 31, through Wednesday, Sept. 2, using Nielsen's peoplemeter and audimeter data and AGB's peoplemeter sample. AGB provides measurements for the full-length of a program or movie, but does not break down those numbers on a half-hour basis. Such situations are denoted with an asterisk in the chart.

Monday, August 31

	NTI peoplemeter	NTI Audimeter/diary	AGB peoplemeter*
8-8:30			
ABC ■ NFL	10.7/20	9.7/17	11.9/20*
CBS ■ Michael Jackson Special	16.5/29	17.6/30	13.9/24
NBC ■ ALF	13.5/23	14.9/25	12.0/20
8:30-9			
ABC ■ NFL	14.0/24	13.1/22	*
CBS ■ Kate & Allie	12.5/21	14.1/23	11.3/18
NBC ■ Valerie	13.2/22	14.6/24	13.3/22
9-9:30			
ABC ■ NFL	16.3/27	15.1/25	*
CBS ■ Newhart	14.4/23	17.3/27	15.5/25
NBC ■ Monday Movie	11.4/18	11.2/18	9.3/16*
9:30-10			
ABC ■ NFL	16.1/27	15.6/25	*
CBS ■ Designing Women	14.8/24	16.2/26	14.8/24
NBC ■ Monday Movie	12.0/19	12.4/20	*
10-10:30			
ABC ■ NFL	17.0/30	16.6/28	*
CBS ■ Cagney & Lacey	11.5/20	12.9/22	11.1/19*
NBC ■ Monday Movie	12.6/22	12.7/22	*
10:30-11			
ABC ■ NFL	17.9/32	16.7/30	*
CBS ■ Cagney & Lacey	10.5/20	11.8/22	*
NBC ■ Monday Movie	12.1/23	12.0/22	*

Tuesday, September 1

	NTI peoplemeter	NTI Audimeter/diary	AGB peoplemeter*
8-8:30			
ABC ■ Who's the Boss	16.3/30	16.2/30	14.2/26
CBS ■ Simon & Simon	7.7/14	6.5/12	6.9/12*
NBC ■ Matlock	10.6/19	13.4/25	11.1/19*
8:30-9			
ABC ■ Growing Pains	18.1/31	18.1/31	16.0/27
CBS ■ Simon & Simon	7.8/13	7.4/13	*
NBC ■ Matlock	11.6/20	14.6/25	*
9-9:30			
ABC ■ Moonlighting	15.1/26	16.1/27	13.7/23*
CBS ■ Houston Knights	11.6/20	11.5/19	10.8/18*
NBC ■ Tuesday Movie	7.7/13	8.6/15	5.8/10*
9:30-10			
ABC ■ Moonlighting	15.3/26	16.9/28	*
CBS ■ Houston Knights	12.3/21	11.5/19	*
NBC ■ Tuesday Movie	6.4/11	7.4/12	*
10-10:30			
ABC ■ Spenser: For Hire	11.3/21	13.3/24	9.7/19*
CBS ■ Night Heat	11.1/20	10.8/19	8.4/16*
NBC ■ Tuesday Movie	6.8/13	7.6/14	*
10:30-11			
ABC ■ Spenser: For Hire	10.6/21	12.9/24	*
CBS ■ Night Heat	11.8/24	11.4/22	*
NBC ■ Tuesday Movie	6.3/12	7.4/14	*

Wednesday, September 2

	NTI peoplemeter	NTI Audimeter/diary	AGB peoplemeter*
8-8:30			
ABC ■ Perfect Strangers	12/22	12.3/23	11.2/21
CBS ■ Mike Hammer	8.7/16	9.5/18	9.7/18*
NBC ■ Highway to Heaven	9.6/18	10.6/20	10.6/19*
8:30-9			
ABC ■ Head of the Class	13.4/24	12.7/22	11.6/20
CBS ■ Mike Hammer	10.0/18	10.5/19	*
NBC ■ Highway to Heaven	10.3/18	12.1/21	*
9-9:30			
ABC ■ MacGyver	11.9/21	12.0/21	11.0/19*
CBS ■ Magnum P.I.	12.0/21	12.7/22	12.3/21*
NBC ■ Bronx Zoo	8.6/15	10.0/17	9.1/15*
9:30-10			
ABC ■ MacGyver	12.3/21	12.2/21	*
CBS ■ Magnum P.I.	12.8/22	13.5/23	*
NBC ■ Bronx Zoo	8.9/16	9.7/17	*
10-10:30			
ABC ■ Hotel	8.5/15	9.3/17	7.5/14*
CBS ■ Equalizer	14.2/26	14.2/26	10.1/19*
NBC ■ St. Elsewhere	8.7/16	9.4/17	8.4/15*
10:30-11			
ABC ■ Hotel	8.3/16	8.2/16	*
CBS ■ Equalizer	13.8/27	14.9/29	*
NBC ■ St. Elsewhere	9.1/18	9.6/18	*

the problem.

One AGB rating in particular last week tended to make the networks skeptical of the company's early numbers. Sports ratings have tended to improve under Nielsen's test peoplemeter data over the past year, compared to the audimeter/diary ratings. But last week, AGB's rating for ABC's *Monday Night Football* was significantly lower than either Nielsen's peoplemeter or audimeter-/diary numbers. Initially, Nielsen's audimeter/diary gave the game an average 14.5/22, while the Nielsen peoplemeter gave it a 15.3/27. AGB gave the game an 11.9/20, but two days later revised that figure to a 12.1/21, saying that the number could be revised again in the final tally.

All three networks said the AGB number for *MNF* had to be off because the company was not accurately monitoring the game's clearance by ABC affiliates. But an AGB spokesman contended that by Nielsen's peoplemeter count, the game, between the Chicago Bears and St. Louis Carndinals, was the highest rated Monday night preseason game ever between two Midwestern teams. The historical data, he said, would seem to indicate that Nielsen's numbers were probably farther off than AGB's.

AGB's *MNF* rating was 21% less than that reported by Nielsen's peoplemeter and 17% lower than the number reported by the current NTI system. NBC's Monday night schedule of *ALF*, *Valerie* and a movie averaged an 11.5/19, 8% lower than its score according to Nielsen's peoplemeter, a 12.5/21. According to Nielsen's A/D service, NBC averaged a 13/22, which was 11% higher than the average according to AGB. CBS's Monday slate of shows, which included a Michael Jackson special, *Kate and Allie, Newhart, Designing Women* and *Cagney & Lacey*, averaged a 13.3/22 according to AGB, a 13.4/23 by Nielsen's peoplemeter count and a 15/25 by the measure of the outgoing system.

On Tuesday, ABC *(Who's the Boss, Growing Pains, Moonlighting* and *Spenser: For Hire)* won the prime time race, according to Nielsen and AGB. The latter reported the network's lineup averaged a 13.4/24. CBS *(Simon & Simon, Houston Knights* and *Night Heat)* was second with an average 8.7/15, and NBC *(Matlock* and a movie) was third with an 8.5/15. By Nielsen's peoplemeter count, the score was ABC, 14.5/26, CBS, 10.4/18 and NBC, 8.2/15, while the a/d service reported ABC with a 15.6/27, and CBS and NBC tied with a 9.9/17 (see chart, page 36.)

The level of homes using television followed a similar pattern last week. On Monday, Nielsen's A/D showed a 60% HUT, compared to 59% by its peoplemeter count, while the AGB figure dropped another four points to 55%. On Tuesday, the comparable numbers were 56.9%, 56% and 52.8%.

The networks were not surprised that both services ran into problems. "I think everybody would have been amazed if they hadn't," said Greg Kasparian, director of audience measurement, CBS/Broadcast Group. At this stage, he said, the glitches are "no big deal. It's test data" until the new season starts in a week. Gerald Jaffe, an NBC research vice president, said AGB discovered last week "it is clearly more difficult to produce ratings in the U.S. than they had anticipated." He said that it is far too early to pass judgment on AGB. Kasparian noted that "without question," Nielsen has the advantage at this point, having tested its peoplemeter service on line over the past year.

Nielsen's John Dimling

Jaffe said he was assuming that Nielsen would be able to fix whatever glitches remain in the peoplemeter system by the start of the new season. "That is why you run parallel systems," he said. Nielsen will continue to operate the audimeter/diary system for only one more week as a basis for comparison. "I would like them to run a parallel system all year," said Jaffe.

NBC is currently the only one of the three neworks to sign up, for three years, for Nielsen's peoplemeter service. Fox Broadcasting has as well, but CBS and ABC are still negotiating with Nielsen. CBS is AGB's only client among the big three, although Fox Broadcasting Co. has also signed up for AGB's service. ABC and NBC are scheduled to go to Columbia, Md., to do a technical audit of AGB's facilities in the next few weeks, according to AGB's Poehner.

Research executives at all three networks said the Nielsen peoplemeter ratings generated last week seemed to follow the pattern of smaller numbers in prime time and higher numbers for sports, as evidenced by the *MNF* numbers. (Neither ratings service issued any nonprime time ratings last week. Those ratings should be out this week, both services say.) "There were no major shifts," said Marvin Mord, vice president, research, Capcities/ABC. "The same patterns continue to exist," said NBC's Jaffe.

Last week, Nielsen's Dimling said he was confident that the company's peoplemeter system would be in working order with a balanced sample base by the start of the new season. One problem Nielsen continues to work on with little result so far is that children do not consistently push the buttons they are supposed to when watching television. Dimling says: "The truth is, those ratings are probably somewhere in between" the outgoing system, which he suggests overreports children's numbers, and the peoplemeter numbers. "But we know it is important to get that resolved," he said.

Most agree it is still too early to draw many conclusions about the AGB system.

AGB's Michael Poehner

As for Nielsen, its peoplemeter test data for July (the latest available) indicates that NBC, although its numbers are down about 4% in prime time overall, still retains a firm grasp on first place in that daypart. CBS is off about 5%, but still a solid second, while ABC has improved in prime time by about 1%, not enough to make a difference.

While the prime time race may remain unchanged, the rankings in other dayparts will probably change dramatically, at least under Nielsen's peoplemeter system. In the evening news race, which NBC has been winning handily of late, according to A/D measurements, CBS will climb back, literally overnight, to within one-tenth of a rating point (year to date) of NBC. And NBC's *Today*, which has won every quarter since the fourth quarter of last year, according to the old system, will fall to second place behind ABC's *Good Morning, America* (BROADCASTING, Aug. 31).

In daytime, according to an analysis of the ratings over the past year by NBC, which ranks third in the daypart, first-place CBS will fall to second place in the household race behind ABC. NBC will remain flat, and in third. In the all-important delivery of women 18-49 and 25-54, ABC maintains a healthy lead. In the late night daypart, the relative ranking remains the same, according to the NBC study, with *The Tonight Show* finishing first, followed by *Nightline* and CBS's *Latenight*.

The peoplemeter numbers supplied so far indicate generally lower levels of viewing to networks as well as lower HUT levels overall. On a program-by-program basis, the higher rated shows have tended to be hit the hardest in the ratings supplied by peoplemeters. NBC's *The Cosby Show*, for example, has been rated between 10% and 15% lower under the peoplemeter.

Perhaps the most significant change to occur as a result of the peoplemeter is that networks and advertisers will have daily access to household ratings as well as demographic numbers for prime time programs. Up to now, there has been a two-week delay in the delivery of demographic numbers. And the breakouts among demographic groups will be considerably more detailed than heretofore. AGB will offer 38 demographic breakouts and Nielsen will offer 39. Another benefit, most agree, is that over the next year, both services say they will increase their sample bases to a minimum 4,000 households, which should help improve the accuracy of the ratings, particularly the smaller cable ratings and measurements among narrower demographic groups.

Cable networks find minimal difference in peoplemeter ratings and expect to benefit from viewer demographic data

Nielsen did not begin rating the cable networks with peoplemeters until Thursday, Sept. 3, three days after the broadcast networks. However, several cable programers that have been comparing the data from the NTI audimeter and peoplemeter samples throughout 1987, say the differences are minimal. ESPN, Turner, USA, MTV and Discovery Channel officials all said the ratings between the two samples have been comparable, although some peoplemeter results have been higher.

Of more importance to some cable network officials will be the audience composition data from the peoplemeter homes, which is expected to be available in September 1988, although that date may be moved up. Now, the narrowly targeted cable networks only get demographic data from the four sweeps periods when diary keepers have to log all of their broadcast and cable viewing. Once the peoplemeter sample grows large enough—to 4,000 and 5,000 next year—that demographic information will be tabulated electronically and available daily.

Robert Sieber, vice president, research, Turner Broadcasting System, said the peoplemeter data for July for Turner's three services, WTBS(TV) Atlanta, CNN and CNN Headline News, is comparable, and in some cases, ahead of the NTI diary sample. (Sieber said the figures from July onward are a better representation because Nielsen increased its sample size from 1,000 homes to 2,000 on June 29.) The biggest gain, said Sieber, has been in early fringe and prime time on WTBS, where the Atlanta Braves ratings were up 20% and the prime time movies were up between 5% and 10%. WTBS's daytime ratings have dropped a bit, he said, with the morning period showing the largest decline. Sieber said the numbers for CNN and Headline News "are quite comparable" between the two methodologies, although there are some unexplained variations throughout the day.

From a financial standpoint, Sieber said, TBS is pleased with the numbers WTBS is getting, since early fringe and prime time are important revenue centers. But the conversion to peoplemeters has given Sieber some headaches. To begin with, more numbers, besides the 35,000 that arrive daily, are on the way. Nielsen has also changed the way the numbers are delivered, making the mechanics of assembling and comparing the data more difficult.

MTV data for the first six months of the year, said Marshall Cohen, senior vice president, research, MTV Networks, shows the music video network up 15% in peoplemeter numbers versus the NTI metered sample. Cohen said VH-1 has also fared well in comparison, but that Nickelodeon, like other children's programs across the board, has suffered a bit because of the problems in getting children to use the peoplemeter.

"The new peoplemeter seems to be a sample that's a much better representation of America than the old sample," said Cohen. He believes the broadcast networks will be down under the system while the cable networks will be flat or up slightly.

MTV has signed with AGB Research, whose peoplemeter went on line on Aug. 31 with 1,700 homes. It is the only cable service to sign with AGB to date. Cohen said he did not see any test data from AGB before the launch, but said MTV signed up because "what they are selling is worth the money." Like Nielsen, AGB will also collect audience demographic data.

Dana Redman, senior vice president, research, ESPN, said the peoplemeter and NTI numbers from Nielsen "are exactly the same" for the sports network's male-dominated audience. And he said that from what he's seen of the broadcast network numbers, they are not all that different under the peoplemeter. But with peoplemeter audience composition data not available for another year, Redman said, the peoplemeter's full effect "remains to be seen."

The story is similar at USA Network, where research manager Bob Riccovono said the ratings of the two systems are stable. He said 90% of the categories are the same, with the remaining evenly divided between what's up and down. Riccovono said USA has seen a slight drop on Sunday mornings, but that has happened across the board to other cable networks. Part of the reason the ratings are so similar, he said, is that the households "are fairly comparable" between the two services.

The Discovery Channel signed with Nielsen last month, but, according to Dan Fisher, director of research, the peoplemeter numbers for Discovery for the first half of the year that he's seen "look like our NTI numbers." He, too, thinks the real benefit of peoplemeters for cable will come with the daily demographic data that will come from a larger sample base, making it easier to sell advertising for cable's narrowly targeted programing.

Few producers see peoplemeters as threat, although some say new ratings system could have an impact on future program development

For Hollywood's program suppliers, the peoplemeter could spell life or death. Yet few in the production community were taking the threat of death very seriously last week as the A.C. Nielsen Co. and AGB officially unveiled their new measurement results.

Producers admit one reason for their calm is that they do not understand the new competing peoplemeter systems or the reams of conflicting data turned out during their test runs. Neither, for that matter, do the people getting paid to analyze the results.

Jack Smith, vice president of research for MGM/UA Television, said so much information has been produced so fast, it is going to take at least three months to sort through it. Until researchers can isolate emerging trends, he said, network executives and producers would be wise to wait before making any important development decisions.

"They want to be careful they don't knee jerk," Smith said. "We don't want to overreact this early. In syndication, we really haven't seen anything yet of AGB. We haven't seen the new season. We haven't seen the kids' lineups. That seems to be where the biggest variable is. If we see problem areas, it's going to be teen kids," based on early returns from AGB and preliminary Nielsen data, he said.

But the machinery to turn out programs "ideally" suited for a peoplemeter target audience may have already been set in motion. "There does seem to be a fair amount of discussion. . .about future development at the networks with an eye more toward younger-skewing shows, more urban-skewing shows, more upscale-skewing shows," said Bill Allen, president of MTM Enterprises Television. "There have been a couple of cases where we've talked to a network about doing a show that might have an older lead, or doing a show that might have more rural appeal, and the discussion has come up. It hasn't been onerous yet, but the networks are certainly aware of the problem."

If a network were to abandon a good idea because it did not fit with the desired demographics, Allen said "it certainly would present a problem." The bulk of MTM's network shows, including *Hill Street Blues* and *St. Elsewhere*, have been targeted to a "fairly young, fairly intelligent audience," so the company will not have to change its development strategy to fit peoplemeters, he said.

Peter Roth, president of Stephen J. Cannell Productions, concurred, saying there is "probably greater inclination toward change for the future in development than there is in the existing shows." While the company (which produces NBC's *Hunter* and *J.J. Starbuck*, CBS's *Wiseguy* and Fox Broadcasting's *21 Jump Street*) is mindful of the changes, Roth said, "the writers don't write with calculators in their laps [and] don't really write with peoplemeters in their laps either." When concepts "work for us, are conceptually sound and will make for really entertaining shows," he said, executives will pitch the ideas to the networks and "hope the peoplemeter will not squash those notions."

Still, the peoplemeter is another factor to keep in mind during the development process, according to Roth. "If an idea that we have falls into those categories, we know that is probably an added advantage," he said. "If we find ourselves with a skew that sounds a little too rural, a little too old, what we might try to do is to balance the show." But, he added, "that is something we would do instinctively anyway."

Roth, Allen and executive producers such as Barney Rosenzweig of *Cagney & Lacey*, Jay Bernstein of *Houston Knights*, Fred Silverman and Dean Hargrove of *Matlock*, *Jake & The Fatman* and the Perry Mason movies, have not had to change the content of their returning series this fall, and

Lorimar's ALF

MTM's St. Elsewhere

Cannell's Hunter

most said they do not expect the peoplemeter to have much impact on the content of any other programs on the 1987-88 prime time schedule. But Allen added that changes could occur on a particular program if "there is a tremendous drop-off this month."

The fate of some popular shows such as NBC's *The Golden Girls* remains unknown. Paul Witt of Witt/Thomas/Harris, co-executive producer of the program, said the peoplemeters "may not bode well for us." But he noted the show has broad demographic appeal, which he considers an encouraging sign.

Roth has mixed feelings about the peoplemeter, and whether it will be a boon or a bust for program suppliers. "Any kind of measurement system in which you can get a more accurate reflection of the actual populace makes sense," he said. "To the degree the catalyst might be advertiser pressure, that is something we as a company obviously are not crazy about, and I can't imagine any producer who is."

Some advertisers have suggested that since peoplemeters produce demographic data throughout the summer, unlike the meter-diary system that only produces the information during the July sweeps, it might provide the networks with the economic incentive to provide more original programing during the off-season. With only a few exceptions, the networks have continued to depend mostly on reruns and failed pilots this summer in the wake of stiffer competition from Fox, pay cable services, independents and VCR's—despite an audience decline that NBC Entertainment president Brandon Tartikoff claims could threaten fall viewing levels.

Roth, who spent 10 years as an ABC executive before joining the Cannell organization in 1986, said his former network has been talking about more original programing in the third quarter since 980. The peoplemeter, he said, "might finally put them over the top." Although producers could benefit from the trend, MGM/UA's Smith said the networks will most likely consider shows that would be economical, such as game show formats or limited-run series, in place of significantly higher series orders.

But one major advertiser said the new availability of demographic information during the summer could result in fewer pilot orders, since the networks will have less "dead air" time to put on failed pilots as a way to recoup their costs—as until now has been a common practice.

"That's a very real scenario," said Bruce Rosenbloom, senior vice president of research for the Lorimar Domestic Distribution Group, the top supplier of network prime time series this fall with seven-and-a-half hours of programing. "I don't know if it would just happen at the snap of your fingers, but it sounds like something that could happen now." ☐

Advertising community hopes peoplemeter will give it more accurate audience data

Advertising agency executives, middlemen in a $9-billion TV network advertising market, have been scrutinizing peoplemeter numbers for a year now, and the hubbub around last week's introduction of a daily-delivered peoplemeter service has done little to change their fundamental consensus: This is a device whose time is overdue.

And despite the confusion over some of the service's early numbers last week, in the long term for agencies and other users of the ratings process, the technology is expected to provide better and more detailed viewer demographics, with larger samples than ever before, plus correct skewing toward population segments and, unlike the diary system, a continuous flow of data from each household throughout the year.

There is a down side as well to the introduction of the peoplemeter service, agency executives add. Besides the confusion the technology created during this past summer's upfront advertising sales market, the new sample may introduce some skewing of its own toward more highly educated viewers. Children may also be undermeasured by the meter, and sample homes may tire of pushing the buttons consistently after several months.

"It's a step forward," said Ogilvy & Mather's Marc Goldstein, senior vice president and director of network programing. "It provides better and more reliable estimates of viewing and is more reflective of what's going on out there."

Irwin Gotlieb, senior vice president and director of national broadcast and programing at D'Arcy Masius Benton & Bowles, said, "I believe it will be better data,will allow us to make better buys, to be able to understand the medium better than we have in the past. We can more precisely target to clients' needs."

Said Paul Isacsson, executive vice president at Young & Rubicam: "It is a technical advance complicating our lives. But [it gives] better data and a better ability to analyze schedules by subsegments." And Joseph Ostrow, executive vice president and worldwide media director for Foote, Cone & Belding, agreed meters will give better and more selective data and provide it more quickly. "It will allow more precision time-buying," he said, "not from day one, but over a reasonable period of time."

"Clearly, it is a welcome change," said Richard Kostyra, executive vice president and director of media services at J. Walter Thompson.

Among the advantages of the new service, Gotlieb explained, is that it supplies precise demographic information never before available. "Never have we had true reach and frequency data," he said. "We've had to use mathematical formulas to figure the percentage of viewers reached [by a given ad] and how frequently, because the diary sample was from a different household every week" over a four-week reporting cycle. "Now we have a stable sample for the first time, reporting on a true, not conformed basis."

The peoplemeter will also supply the first real source and disposition data, Gotlieb said, showing "where they [viewers] came from and where they went," whether they tuned into a program from the previous show on the same network, or came from another network, a cable channel or elsewhere, as well as where they go after a show is over.

Also for the first time, said JWT's Kostyra, the meter service will provide true demographics on summer viewing, rather than conforming demographics from earlier months to the summer period. "There will be no more 16-week void of demographics, which in number and demography have been way off in the summer."

In addition, serious skewing in the diary sample toward older, rural viewers has been eliminated, Gotlieb said. "Younger, urban households move around more, and Nielsen could never replace them quickly enough when they dropped out of the sample." Now, JWT's Kostyra said, demographic groups, which in the past have been lost in diary measurements, such as males and those in the 18-34 age group, can be measured more accurately

For Kostyra, it is the increase in the sample size that is the real advance in the new service. "In the change we're undergoing, the peoplemeter has the smallest impact. The real change is the change of sample size, which is already in excess of the historic 1,700 sample used in the diary system. The sample is now considerably more accurate to the universe." The sample is also expected to grow from its current level to 4,000 by next year, he said.

But the peoplemeter may introduce some new skewing and other problems of its own, Gotlieb and others believe. For example, it is thought better educated housholds may be overrepresented because they are more comfortable using the more advanced meter technology than lesser educated households.

Some are also concerned that young children, many of whom may be unable to properly register their viewing on the meter, will be largely undercounted. Allen Bohbot, president of Bohbot & Cohn, which places about $140 million in toy advertising each year, largely on television, said peoplemeter figures showing six-tenths of a child per TV household are "dramatically inaccurate," with the accepted 20-year pattern placing an average of one child per TV household.

The peoplemeter numbers also appear to show lower network viewing across the board, which Gotlieb attributed to their tendency to slightly understate viewing, where diaries tended to overstate it. Some don't believe the slight drop expected in network numbers will be dramatically harmful, since any losses for the network would probably show up only as fragmented gains for alternative national media.

But because of the larger sample size and the more rapid reporting expected, national media like cable and syndicated television may feel some of the greatest impact of the new ratings service. Until now, according to O & M's Goldstein, those media have had measurement techniques "not up to par" with those of the networks. Now, the meter's greater demographic accuracy, particularly for more narrowly programed cable networks, could mean more advertising dollars.

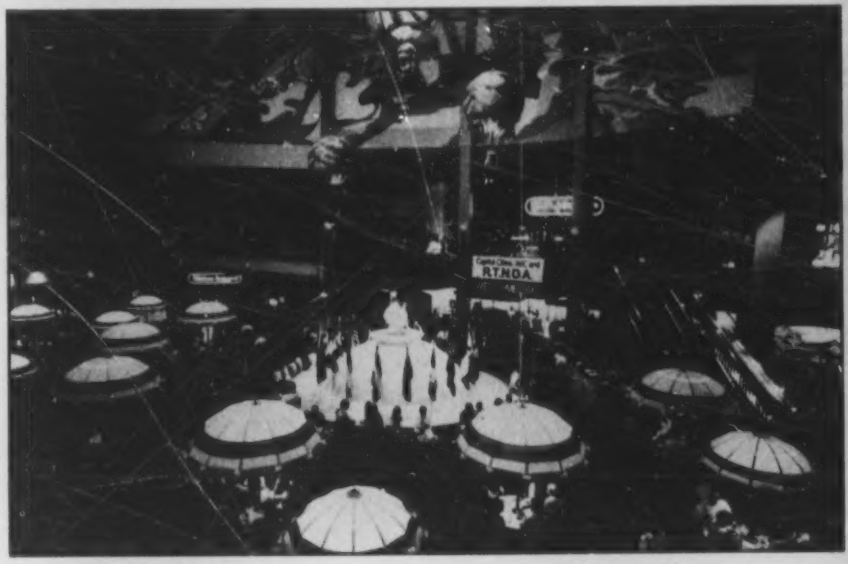
In making advertising buys, the agencies and networks have already felt the effects of the transition to peoplemeters in this year's burst of upfront ad sales for the 1987-1988 season, which some estimated rose into the $3-billion range.

According to Y & R's Isacsson, peoplemeters "had everything to do with upfront. That was the reason the marketplace was out of control." He explained that because peoplemeters showed lower network ratings, ad time supply was commensurately reduced to provide advertisers with the same gross rating point coverage. Supply was further lessened when more money than expected emerged in the upfront market as advertisers sought to avoid paying premiums in the later scatter market, he added.

Peoplemeters also threw networks and agencies into a quandry over another upfront selling tradition—guarantees—which are generally sought by advertisers to trigger make-goods if ratings fall below expected levels. Because both the agencies and networks were projecting next season's peoplemeter ratings on often incomplete data, guarantees were softened in many contracts.

According to JWT's Kostyra, "If no one gets hurt with limited guarantees, I can see some agencies willing to go along" with network requests to drop them altogether next year. But Kostyra argued against the wholesale abandonment of guarantees, calling them essential in a situation where networks control and frequently alter program schedules.

According to some, next year's upfront will feel the presence of the people-meter to a much lesser degree. Douglas Seay, vice president, director of broadcast services at Lord, Geller, Federico, Einstein, believes the whole technology "has been put under the microscope too much. Peoplemeters are a tool to quantify the complex dynamic of supply and demand. But the essence of the TV business is the ability to get the deals done. It's like in a sport; if a baseball player gets a better glove, that doesn't change the whole game of baseball." □



RTNDA gets down to business

Fairness doctrine, minority employment occupy news directors during annual convention

There was something almost surreal about the opening of the Radio-Television News Directors Association's 42d annual International Conference and Exhibition, in Orlando, Fla., on Tuesday night. Seated on benches in the outdoor American Gardens Theater, in Walt Disney World's Epcot Center, the broadcast journalists and others attending the conference watched the nightly display of fireworks and lasers light up the sky over Epcot's manmade lagoon, while in the background loomed the center's symbol, a 180 ft. "geosphere," which houses AT&T's Spaceship Earth attraction. It was a kind of Mickey Mouse-gone-futuristic atmosphere, not the ideal place to do serious work.

Yet, over the next three days, serious work was done. Besides attending the panel sessions and touring the exhibit floor—with its satellite newsgathering vehicles, computer graphics, cameras and other articles of their increasingly sophisticated trade, the news directors dug in on the fairness doctrine issue, further committing themselves to oppose proposals in Congress to codify it into law.

The resolution they adopted on the issue seemed routine. But the organization is gearing up for a fight. RTNDA President Ernie Schultz, at the opening session on Tuesday, called on the membership to lobby hard. "I know there is resistance on the part of many journalists to get involved in influencing legislation," Schultz said. "But we're talking about your ability to report the news, fairly and honestly, without your editorial decisions being second-guessed by Washington political appointees." The packet of materials distributed to registrants contained a sample letter for those ready to write members of their congressional delegation on the issue. The RTNDA's chairman elect, Bob Brunner, executive news editor, WSAZ-TV Charleston-Huntington, W.Va., also urged action: "I think that the organization has a particular challenge in the year ahead," Brunner said. "Our top priority is to end the battle on Capitol Hill to keep the fairness doctrine a part of history. This is an odious piece of legislation which has had a chilling effect on our industry. We have had several months without the doctrine and it is part of my job to make sure it stays that way."

That was of a piece with established policy. What broke new ground was the board's decision to establish a task force to examine the steady decline in the percentage of minorities employed in radio and television newsrooms, and to determine what could be done to reverse it (see page 89).

Schultz had proposed the task force to the board. He said it was a reaction to the view that broadcasters had become "complacent" about the issue of minority employment. Broadcasters, he said, "are concerned about budgets, about competition, about who's going to buy their station—but not about minority employment."

Schultz, a former news director at KTVY(TV) Oklahoma City, is in his first year as the RTNDA's first full-time president, after serving as executive vice president for six years. He appears to be providing the kind of motive power the organization had sought in creating the position.

As for statistics, according to the RTNDA, there were 1,529 registrants and 175 exhibitors, the latter staffed by about 1,000 additional attendees. Those totals were somewhat above last year's and slightly less than the 2,780 in Nashville two years ago. The exhibit floor space was 17% greater than the 55,000 square feet that was available in Salt lake City last year. Next year, the scene shifts to Phoenix, for a three-day conference beginning on Nov. 30. Perhaps by then, the RTNDA will know the fate of the effort it is making with others to block codification of the fairness doctrine. It may even have some answers to the question of why the percentage of minorities in broadcast newsrooms has been going down. □

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WFMT Radio/Beethoven Satellite Network 227
Three Illinois Ctr., 303 E. Wacker Dr., #800, Chicago 60601
Satellite-delivered classical music format service, WFMT Fine Arts Network. **Staff:** David Levin, Jon Kavanaugh.

World Space Report 127
131 Dwight St., New Haven, Conn. 06511

WNTR Radio 447
8121 Georgia Ave, #701, Silver Spring, Md. 20910

Zambelli International Fireworks 555
299 NW 52nd Terrace, #118, Boca Raton, Fla. 33431

Radio's winning stations

Adult contemporary most popular sound, but not first in top 25 markets; CH and AOR next in popularity

By a substantial margin, the broadly-based adult contemporary (AC) format, which includes variations on the "soft" contemporary and rock approaches, remains 1987's most widely programed sound among the top 10 stations in the top 50 markets.

That's according to BROADCASTING's annual ratings survey based on Arbitron spring 1987 metro rankings (total persons, 12-plus, average quarter hour, Monday-Sunday, 6 a.m. to midnight), which surveyed listeners from April 2 through June 24.

Contemporary hit is the second most popular sound followed by album-oriented rock (AOR), including the burgeoning "classic rock" category (album-rock hits of the late 1960's and early 1970's); country; easy listening, and urban contemporary.

The AC format is being aired by nearly 100 stations within the top 50 markets. Although it's aired extensively in the major markets, AC did not lead the ratings in any of the top 25 markets. (Contemporary hit, urban and MOR, which includes the "variety" format, led many of the top 25 markets.) The highest-ranked market led by adult contemporary was Milwaukee-Racine (ranked 26th), where WTMJ(AM) landed on top.

Contemporary hit led three of the top 10 markets: WHTZ(FM) New York, KIIS-AM-FM Los Angeles, and WXKS-FM Boston. In total, 73 top 10 stations are airing the format (excluding markets where stations are duplicated).

AOR, which has experienced a ratings resurgence over the past two years, was first in Philadelphia (at WMMR(FM)) as well as in eight other markets in the top 50 survey. AOR replaced easy listening as the third most popular format, compared to last year's analysis, when it finished fifth.

Country music continues to perform better in markets ranked 26-50 than in the top 25 markets. The format, however, is the one most widely programed among all commercial stations in 1987, according to the Radio Information Center, New York.

In the top 25 markets, easy listening captured the first position four times and took second place five times. Meanwhile, urban contemporary has emerged as a force to be reckoned with in the top 15 markets, posting five first-place finishes, including WGCI(FM) Chicago, which unseated long-time market leader WGN(AM), and one second place.

The ratings data, which is supplied by Arbitron, is copyrighted and may not be reprinted or used in any form by nonsubscribers to Arbitron's radio ratings service. Format listings, which generally reflect the spring rating period, were compiled from various sources.

Following are the top 10 stations in the top 50 markets.

1. New York

1.WHTZ(FM)	contemp. hit	160,300
2.WPAT(FM)	easy listening	131,900
3.WPLJ(FM)	contemp. hit	130,800
4.WBLS(FM)	urban contemp.	127,200
5.WINS(AM)	all-news	123,900
6.WQHT(FM)	contemp. hit	121,200
7.WRKS(FM)	contemp. hit	121,100
8.WOR (AM)	talk	120,400
9.WLTW(FM)	soft contemp.	113,300
10.WCBS-FM	oldies	102,800

2. Los Angeles

1.KIIS-AM-FM	contemp. hit	114,000
2.KPWR(FM)	urban/contemp.	107,800
3.KABC(AM)	talk	80,500
4.KJOI(FM)	easy listening	76,000
5.KOST(FM)	soft contemp.	66,600
6.KROQ(FM)	progressive rock	63,400
7.KRTH(FM)	oldies	59,200
8.KBIG(FM)	soft contemp.	57,400
9.KLSX(FM)	classic rock	50,300
10.KTNQ(AM)	Spanish	47,800

3. Chicago

1.WGCI(FM)	urban contemp.	105,900
2.WGN(AM)	MOR/talk	103,200
3.WBBM(AM)	all-news	70,600
4.WLOO(FM)	easy listening	65,700
5.WBMX(FM)	urban contemp.	54,400
6.WLAK(FM)	soft contemp.	51,700
7.WBBM-FM	contemp. hit	46,900
8.WLUP(FM)	AOR	45,800
9.WUSN(FM)	country	41,200
10.WKQX(FM)	adult contemp.	39,600

4. San Francisco

1.KGO(AM)	talk	62,300
2.KCBS(AM)	news/talk	41,300
3.KNBR(AM)	adult contemp.	38,900
4.KSOL(FM)	urban contemp.	38,800
5.KABL-AM-FM	easy listening	38,600
6.KSFO-KYA	oldies	33,100
7.KMEL(FM)	AOR	31,000

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8.KFRC(AM)	nostalgia	28,600
9.KOIT-AM-FM	soft contemp.	27,900
10.KLOK(FM)	adult contemp.	23,100

5. Philadelphia

1.WMMR(FM)	AOR	70,900
2.WEAZ(FM)	easy listening	59,000
3.WUSL(FM)	urban contemp.	58,900
4.KYW (AM)	all-news	54,500
5.WKSZ(FM)	soft contemp.	42,500
6.WMGK(FM)	soft contemp.	40,800
7.WDAS-FM	black contemp.	39,700
8.WPEN(AM)	nostalgia	36,200
9.WWDB(FM)	talk	35,100
10.WSNI(FM)	adult contemp.	34,900

6. Detroit

1.WJR (AM)	MOR/talk	69,700
2.WJLB(FM)	urban contemp.	50,100
3.WJOI(FM)	easy listening	35,400
4.WCZY-AM-FM	country	32,900
5.WXYT(AM)	news/talk	30,800
6.WLLZ(FM)	AOR	29,400
7.WRIF(FM)	AOR	28.900
8.WWJ(AM)	news	28,700
9.WHYT(FM)	contemp. hit	28,400
10.WCSX(FM)	classic rock	27,100

7. Boston

1.WXKS-FM	contemp. hit	50,700
2.WBZ (AM)	adult contemp.	50,000
3.WBCN(FM)	AOR	40,600
4.WRKO(AM)	talk	39,800
5.WHDH(AM)	adult contemp.	32,700
6.WJIB(FM)	easy listening	32,600
7.WZOU(FM)	contemp. hit	26,900
8.WSSH(FM)	soft contemp.	26,800
9.WEEI(AM)	all-news	26,300
10.WZLX(FM)	classic hits	26,000

8. Houston-Galveston

1.KMJQ(FM)	urban contemp.	49,300
2.KIKK-FM	country	43,200
3.KILT-FM	country	39,400
4.KTRH(AM)	all-news	36,700
5.KKBQ-FM	contemp. hit	36,300
5.KRBE-AM-FM	contemp. hit	36,300
7.KODA(FM)	easy listening	29,200
8.KFMK(FM)	adult contemp.	28,200
9.KLOL(FM)	AOR	23,400
10.KQUE(FM)	nostalgia	21,900
10.KZFX(FM)	classic rock	21,900

9. Washington

1.WKYS(FM)	urban contemp.	37,700
2.WGAY(FM)	easy listening	35,500
3.WMAL(AM)	variety	31,300
4.WWDC-FM	AOR	30,800
5.WMZQ(FM)	country	29,500
6.WAVA(FM)	contemp. hit	28,500
7.WHUR(FM)	black contemp.	27,800
8.WDJY(FM)	black contemp.	26,700
9.WRQX(FM)	contemp. hit	23,800
10.WTOP(AM)	all-news	21,400

10. Dallas-Ft. Worth

1.KKDA(FM)	urban contemp.	44,100
2.KPLX(FM)	country	37,400
3.KVIL-FM	adult contemp.	35,900
4.WBAP(AM)	country	33,300
5.KEGL(FM)	contemp. hit	31,900
6.KRLD(AM)	all-news	28,600
7.KMEZ-AM-FM	easy listening	24,800
8.KTXQ(FM)	AOR	23,400
9.KSCS(FM)	country	22,900
10.KLUV(FM)	oldies	20,100

11. Miami-Ft. Lauderdale-Hollywood

1.WLYF(FM)	easy listening	45,600
2.WINZ(AM)	all-news	33,500
3.WPOW(FM)	contemp. hit	29,000
4.WQBA(AM)	Spanish	26,900
5.WCMQ(FM)	Spanish	25,800
6.WHYI(FM)	contemp. hit	24,100
7.WJQY(FM)	easy listening	23,300
8.WEDR(FM)	urban contemp.	21,800
9.WNWS(AM)	news/talk	20,500
10.WLVE(FM)	soft contemp.	19,800

12. Nassau-Suffolk, N.Y.

1.WBAB(FM)	contemp. hit	24,200
2.WHTZ(FM)	contemp. hit	23,800
3.WBLI(FM)	classic hits	20,900
4.WPLJ(FM)	contemp. hit	19,100
5.WALK-AM-FM	adult contemp.	18,700
6.WCBS-FM	oldies	17,000
7.WCBS(AM)	all-news	16,800
8.WLTW(FM)	soft contemp.	16,500
9.WOR(AM)	talk	15,800
10.WABC(AM)	talk	14,800

13. Atlanta

1.WVEE-FM	urban contemp.	38,800
2.WZGC(FM)	contemp. hit	29,800
3.WKLS-FM	AOR	29,100
4.WYAY(FM)	country	28,000
5.WSB(AM)	adult contemp.	27,100
6.WPCH(FM)	easy listening	26,100
7.WKHX-FM	country	25,300
8.WSB(FM)	adult contemp.	20,500
9.WQXI-FM	contemp. hit	17,900
10.WFOX(FM)	contemp./oldies	13,800

14. Pittsburgh

1.KDKA(AM)	MOR/talk	58,300
2.WBZZ(FM)	contemp./oldies	38,100
3.WSHH(FM)	easy listening	31,800
4.WDVE(FM)	AOR	31,100
5.WAMO-FM	urban contemp.	22,600
6.WWSW(FM)	adult contemp.	17,200
7.WDSY(FM)	country	17,100
8.WLTJ(FM)	soft contemp.	16,700
9.WMYG(FM)	adult contemp.	15,000
10.WJAS(AM)	nostalgia	14,700

15. St. Louis

1.KMOX(AM)	variety	83,600
2.KSHE(FM)	AOR	41,700
3.KMJM(FM)	urban contemp.	26,300
4.KEZK(FM)	easy listening	24,700
4.KHTR(FM)	contemp. hit	24,700
6.KSD-FM	adult contemp.	15,100
7.KWK-FM	contemp. hit	14,700
8.WIL-FM	country	12,500
9.KYKY(FM)	adult contemp.	11,900
10KUSA(AM)	country	10,000

16. Baltimore

1.WLIF(FM)	easy listening	37,400
2.WBSB(FM)	contemp. hit	36,900
3.WBAL(AM)	adult contemp.	25,300
4.WPOC(FM)	country	22,300
5.WXYV(FM)	urban contemp.	21,800
6.WIYY(FM)	AOR	19,100
7.WCAO(AM)	country	15,600
8.WBGR(AM)	religious	15,300
9.WWMX(FM)	adult contemp.	12,600
10.WFBR(AM)	talk	12,000

17. Seattle-Tacoma

1.KIRO(AM)	news/talk	29,300
2.KOMO(AM)	adult contemp.	22,900
3.KBRD(FM)	easy listening	18,900
4.KISW(FM)	AOR	16,700
5.KUBE(FM)	contemp. hit	16,200
6.KMPS-AM-FM	country	15,500
7.KZOK(FM)	classic rock	13,800
8.KPLZ(FM)	contemp. hit	12,800
9.KXRX(FM)	AOR	11,600
10.KSEA(FM)	easy listening	11,100

18. Minneapolis-St. Paul

1.WCCO(AM)	variety	51,800

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2.WLOL-FM	contemp. hit	31,600
3.KSTP-FM	adult contemp.	27,000
4.KQRS-AM-FM	AOR	25,500
5.KDWB-FM	contemp. hit	21,700
6.WAYL-FM	easy listening	20,600
7.KJJO-FM	classic hits	18,800
8.KEEY-FM	country	18,500
9.KTCZ-FM	AOR	14,000
10.WLTE(FM)	soft contemp.	12,100

19. San Diego

1.KJQY(FM)	easy listening	27,600
2.KGB-FM	AOR	22,700
3.KFMB-FM	contemp. hit	22,300
4.KFMB(AM)	adult contemp.	22,000
5.KSDO(AM)	news/talk	21,300
6.XTRA-FM	AOR	20,100
7.KSON-FM	country	18,300
8.XHRM(FM)	urban contemp.	14,600
9.KSDO-FM	contemp. hit	11,000
10.KPOP(AM)	nostalgia	10,600

20. Anaheim-Santa Ana, Calif.

1.KIIS-AM-FM	contemp. hit	26,100
2.KRTH(FM)	oldies	18,200
3.KABC(AM)	talk	17,600
4.KROQ(FM)	progressive rock	17,100
5.KJOI(FM)	easy listening	16,400
6.KPWR(FM)	urban/cont. hit	15,400
7.KBIG(FM)	soft contemp.	15,100
8.KLSX(FM)	classic rock	14,200
9.KMPC(AM)	nostalgia	13,400
10.KNX(AM)	all-news	11,400

21. Cleveland

1.WMMS(FM)	contemp. hit	39,400
2.WMJI(FM)	contemp./oldies	28,500
3.WQAL(FM)	easy listening	26,000
4.WZAK(FM)	urban contemp.	22,800
5.WWWE(AM)	news/talk	21,100
6.WGAR-AM-FM	country	20,500
7.WLTF(FM)	soft contemp.	16,600
8.WDOK(FM)	easy listening	15,900
9.WNCX(FM)	classic hits	12,500
10.WBBG(AM)	nostalgia	11,400

22. Tampa-St.Petersburg-Clearwater, Fla.

1.WRBQ-AM-FM	contemp. hit	55,700
2.WWBA(FM)	easy listening	28,000
3.WQYK-FM	country	19,000
4.WYNF(FM)	AOR	17,800
5.WNLT(FM)	soft contemp.	15,000
6.WUSA(FM)	adult contemp.	14,900
7.WGUL-AM-FM	nostalgia	13,400
8.WDAE(AM)	nostalgia	11,400
8.WFLA(AM)	news/talk	11,400
10.WSUN(AM)	country	10,700

23. Denver-Boulder

1.KOSI(FM)	easy listening	23,400
2.KBCO-AM-FM	AOR	21,400
3.KRXY-FM	adult contemp.	21,000
4.KMJI(FM)	soft contemp.	19,400
5.KBPI(FM)	AOR	17,000
6.KYGO(FM)	country	15,500
7.KAZY(FM)	AOR	15,400
8.KOA(AM)	news/talk	15,100
9.KOAQ(FM)	soft contemp.	13,200
10.KHOW(AM)	adult contemp.	10,400

24. Phoenix

1.KNIX-AM-FM	country	38,100
2.KZZP-AM-FM	contemp. hit	35,800
3.KMEO-AM-FM	easy listening	34,000
4.KTAR(AM)	news/talk	20,200
5.KUPD(FM)	contemp. hit	18,600
6.KOPA-KSLX	oldies	13,200
7.KKLT(FM)	soft contemp.	11,700
8.KOOL-FM	oldies	10,900
9.KDKB-FM	AOR	10,700
10.KKFR(FM)	contemp. hit	9,400

25. Portland, Ore.

1.KKRZ-FM	contemp. hit	18,400
2.KXL-FM	easy listening	15,500
3.KEX(AM)	adult contemp.	13,700
4.KGON(FM)	AOR	13,300
4.KKCW(FM)	soft contemp.	13,300
4.KUPL-FM	country	13,300
7.KXL(AM)	news/talk	13,100
8.KINK(FM)	adult contemp.	12,400
9.KXYQ(FM)	contemp. hit	9,300
10.KYTE(AM)	nostalgia	8,700

26. Milwaukee-Racine

1.WTMJ(AM)	adult contemp.	37,200
2.WKTI(FM)	contemp. hit	21,400
3.WKLH(FM)	classic hits	20,300
4.WEZW(FM)	easy listening	16,200
5.WMIL(FM)	country	15,500
6.WQFM(FM)	AOR	15,300
7.WOKY(AM)	MOR	13,200
8.WLUM(FM)	urban contemp.	12,900
9.WMYX(FM)	contemp. hit	8,900
10.WLTQ(FM)	soft contemp.	8,200

27. Kansas City, Mo.

1.WDAF(AM)	country	30,900
2.KYYS(FM)	AOR	22,500
3.KBEQ(FM)	contemp. hit	20,200
4.KMBR(FM)	easy listening	15,900
5.KMBZ(AM)	news/information	15,100
6.KFKF(FM)	country	13,600
7.KCPW(FM)	contemp. hit	12,800
8.KCMO(AM)	talk	10,800
9.KPRS(FM)	urban contemp.	9,900
10.KCFX(FM)	AOR	9,600

28. Providence-Warwick-Pawtucket, R.I.

1.WPRO-FM	contemp. hit	28,800
2.WLKW-FM	easy listening	23,500
3.WHJY(FM)	AOR	20,900

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4.WHJJ(AM)	news/talk	12,600
5.WWLI(FM)	soft contemp.	12,500
6.WPRO(AM)	adult contemp.	11,400
7.WSNE(FM)	adult contemp.	7,900
8.WBRU(FM)	AOR	7,700
9.WMYS(FM)	adult contemp.	6,800
10.WWAZ(AM)	nostalgia	6,000

29. San Jose, Calif.

1.KGO(AM)	talk	141,000
2.KSOL(FM)	urban contemp.	114,00
3.KOME(FM)	AOR	9,800
4.KWSS(FM)	contemp. hit	8,700
5.KNBR(AM)	adult contemp.	8,100
6.KCBS(AM)	news/talk	7,300
7.KBAY(FM)	easy listening	7,000
8.KARA(FM)	contemp. hit	6,900
8.KYUU(FM)	adult contemp.	6,900
10.KLZE(FM)	easy listening	6,800

30. Cincinnati

1.WLW(AM)	adult cont./talk	27,400
2.WEBN(FM)	AOR	20,300
3.WKRQ(FM)	contemp. hit	18,900
3.WWEZ(FM)	easy listening	18,900
5.WKRC(AM)	adult contemp.	12,400
6.WUBE-FM	country	11,700
7.WBLZ(FM)	urban contemp.	9,100
8.WCVE(FM)	country	8,600
9.WCKY(AM)	news/talk	8,300
10.WRRM(FM)	soft contemp.	7,800

31. New Orleans

1.WQUE(FM)	adult contemp.	24,600
2.WYLD-FM	urban contemp.	22,700
3.WEZB(FM)	contemp. hit	17,900
4.WBYU(FM)	easy listening	17,600
5.WBOK(AM)	inspirational	11,600
6.WLTS(FM)	urban contemp.	11,000
7.WNOE-FM	country	9,100
7.WRNO(FM)	contemp. hit	9,100
9.WAJY(FM)	adult contemp.	9,000
10.WWL(AM)	news/talk/country	8,000

32. Sacramento, Calif.

1.KCTC(FM)	easy listening	19,000
2.KFBK(AM)	news/talk	15,000
3.KXOA(FM)	nostalgia	13,700
4.KWOD(FM)	contemp. hit	13,500
5.KROY(FM)	contemp. hit	12,600
6.KRAK-FM	country	12,500
7.KZAP(FM)	AOR	11,300
8.KSFM(FM)	contemp. hit	10,900
9.KRAK(AM)	country	7,300
10.KRXQ(FM)	AOR	6,200

33. Norfolk-Virginia Beach-Newport News, Va.

1.WNOR-AM-FM	AOR	19,900
2.WCMS-FM	country	18,300
3.WNVZ(FM)	contemp. hit	16,300
4.WFOG(FM)	easy listening	14,400
5.WOWI(FM)	urban contemp.	11,000
6.WMYK(FM)	urban contemp.	10,100
6.WWDE-FM	adult contemp.	10,100
8.WGH(FM)	contemp. hit	8,700
9.WLTY(FM)	adult contemp.	8,100
10.WTAR(AM)	oldies	8,000

34. Columbus, Ohio

1.WLVQ(FM)	AOR	18,500
2.WTVN(AM)	cont. hit/oldies	16,500
3.WSNY(FM)	adult contemp.	15,800
4.WNCI(FM)	adult contemp.	15,000
4.WXGT(FM)	contemp. hit	15,000
6.WBNS-FM	easy listening	14,600
7.WHOK(AM)	country	7,200
8.WMGG(FM)	classic hits	6,700
9.WMNI(AM)	country	5,400
10.WVKO(AM)	black	5,000

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35. Buffalo-Niagra Falls, N.Y.

1.WBUF(FM)	adult contemp.	18,500
2.WYRK(FM)	country	16,100
3.WBEN(AM)	adult contemp.	14,400
4.WHTT(FM)	classic hits	13,600
5.WJYE(FM)	easy listening	12,900
6.WECK(AM)	nostalgia	10,000
6.WKSE(FM)	contemp. hit	10,000
8.WBLK-FM	urban contemp.	9,700
9.WMJQ(FM)	country	9,500
10.WGR(AM)	adult contemp.	9,400

36. Salt Lake City-Ogden-Provo

1.KRSP(FM)	AOR	15,700
2.KISN(FM)	adult contemp.	14,300
3.KSFI(FM)	easy listening	13,400
4.KSL(AM)	MOR	11,900
5.KKAT(FM)	country	10,900
6.KCPX-FM	contemp. hit	10,700
7.KSOP-AM-FM	country	8,600
8.KLCY(FM)	adult contemp.	6,600
9.KBER(FM)	AOR	6,500
10.KALL(AM)	adult contemp.	5,700

37. Indianapolis

1.WFBQ(FM)	AOR	27,600
2.WIBC(AM)	adult contemp.	24,600
3.WFMS(FM)	country	18,300
4.WXTZ(FM)	easy listening	15,600
5.WTLC(FM)	urban contemp.	15,500
6.WENS(FM)	soft contemp.	12,600
7.WZPL(FM)	contemp. hit	11,600
8.WEAG(FM)	contemp. hit	7,000
9.WTUX(AM)	nostalgia	6,800
10.WTPI(FM)	adult contemp.	5,900

38. San Antonio, Tex.

1.KTFM(FM)	adult contemp.	18,300
2.KISS(FM)	AOR	16,300
3.KITY(FM)	country	14,400
4.KQXT(FM)	easy listening	14,200
5.KAJA(FM)	country	12,400
6.KCOR(AM)	Spanish	9,700
7.WOAI(AM)	news/talk	8,400
8.KSMG(FM)	classic hits	8,300
9.KBUC-FM	country	7,800
9.KONO(AM)	oldies	7,800

39. Riverside-San Bernardino, Calif.

1.KDUO(FM)	easy listening	12,500
2.KGGI(FM)	contemp. hit	12,100
3.KRTH(FM)	oldies	11,700
4.KIIS-AM-FM	contemp. hit	9,000
5.KLOS(FM)	AOR	6,900
6.KFI(AM)	MOR	6,100
7.KOST(FM)	soft contemp.	5,500
8.KFXM(AM)	nostalgia	5,200
9.KQLH(FM)	soft contemp.	5,100
10.KTWV(FM)	new age/jazz	4,900

40. Hartford-New Britain-Middletown, Conn.

1.WTIC(AM)	MOR	30,000
2.WTIC-FM	contemp. hit	22,300
3.WRCH-FM	easy listening	14,600
4.WDRC-FM	oldies	11,500
5.WKSS(FM)	contemp. hit	8,700
6.WCCC-AM-FM	AOR/contemp. hit	7,900
7.WIOF(FM)	adult contemp.	7,400
8.WHCN(FM)	AOR	7,300
9.WPOP(AM)	news/talk	5,400
10.WRCQ(AM)	nostal.	5,100

41. Charlotte-Gastonia-Rock Hill, N.C.

1.WSOC-FM	country	18,500
2.WPEG(FM)	urban contemp.	18,100
3.WBT(AM)	adult contemp.	12,100
4.WRFX(FM)	AOR	11,900
5.WROQ(FM)	contemp. hit	11,500
6.WLVK(FM)	country	10,800
7.WEZC(FM)	adult contemp.	9,900
8.WWMG(FM)	adult contemp.	8,500
9.WBCY(FM)	contemp. hit	7,700
10.WLIT-FM	soft cont.	6,900

42. Rochester, N.Y.

1.WCMF(FM)	AOR	20,500
2.WPXY-AM-FM	contemp. hit	18,300
3.WVOR(FM)	adult contemp.	14,100
4.WEZO(FM)	easy listening	10,700
5.WHAM(AM)	adult contemp.	10,600
6.WBEE-FM	country	10,200
7.WZSH(FM)	easy listening	9,700
8.WDKX(FM)	urban contemp.	7,800
9.WKLX(FM)	classic hit	6,500
10.WNYR(AM)	country	3,000

43. Oklahoma City

1.KATT-FM	AOR	18,800
2.KXXY-AM-FM	country	15,500
3.KJYO(FM)	contemp. hit	13,900
4.KTOK(AM)	talk	10,700
5.KZBS(FM)	adult contemp.	10,600
6.KKNG(FM)	easy listening	10,500
7.KLTE(FM)	soft contemp.	7,500
8.KPRW(AM)	urban contemp.	6,000
9.KOMA(AM)	easy listening	5,800
10. WKY(AM)	country	5,500

44. Monmouth-Ocean counties, N.J.

1.WPLJ(FM)	contemp. hit	11,000
2.WOR(AM)	talk	9,500
3.WNEW-FM	AOR	9,200
4.WADB(FM)	easy listening	9,000
5.WOBM-FM	adult contemp.	8,300
5.WPAT-FM	easy listening	8,300
7.WXRK(FM)	AOR	7,700
8.WCBS(AM)	all-news	5,300
9.WCBS-FM	oldies	5,200
10. WHTZ(FM)	cont. hit	4,700
10. WMJY(FM)	cont. hit/oldies	4,700

45. Louisville, Ky.

1.WHAS(AM)	adult contemp.	20,200
2.WAMZ(FM)	country	19,200
3.WDJX(FM)	contemp. hit	11,300
4.WRKA(FM)	adult contemp.	10,100
5.WQMF(FM)	AOR	9,900
6.WVEZ(FM)	soft contemp.	9,300
7.WLRS(FM)	AOR	8,100
8.WJYL(FM)	urban contemp.	7,100
9.WAVG(AM)	adult contemp.	5,600
10.WLOU(AM)	black	5,500

46. Dayton, Ohio

1.WTUE(FM)	AOR	18,100
2.WTGZ(FM)	contemp. hit	16,300
3.WHIO-FM	easy ilstening	15,000
4.WONE(AM)	country	9,400
5.WHIO(AM)	adult cont./talk	8,500
6.WWSN(FM)	adult contemp.	6,800
7.WYMJ-FM	adult contemp.	5,700
8.WBVE(FM)	country	5,500
9.WLW(AM)	adult contemp.	5,300
10.WBLZ(FM)	urban contemp.	4,800

47. Birmingham, Ala.

1.WZZK-AM-FM	country	21,300
2.WNJJ(FM)	adult contemp.	15,300
3.WAPI-FM	contemp. hit	15,000
4.WKXX(FM)	contemp. hit	14,200
5.WENN-FM	black	11,300
6.WAGG(AM)	gospel	6,700
7.WAPI(AM)	nostalgia	5,300
7.WERC(AM)	news/talk	5,300
9.WLTB(FM)	easy listening	4,700
10.WATV(FM)	black contemp.	4,300

48. Nashville

1.WKDF(FM)	AOR	19,400
2.WSM-FM	country	14,600
3.WYHY(FM)	MOR	11,300
4.WLAC-FM	adult contemp.	10,100
4.WZEZ(FM)	easy listening	10,100
6.WQQK(FM)	urban contemp.	9,300
7.WSIX-AM-FM	country	6,900
8.WWKX(FM)	contemp. hit	6,800
9.WSM(AM)	country	6,600
10.WLAC(AM)	news/talk	4,700

49. Greensboro-Winston Salem-High Point, N.C.

1.WTQR(FM)	country	22,500
2.WKRR(FM)	classic rock	12,200
3.WKSI(FM)	contemp. hit	10,300
4.WKZL(FM)	contemp. hit	9,300
5.WOJY(FM)	easy listening	8,800
6.WQMG(FM)	urban contemp.	8,700
7.WMAG(FM)	adult contemp.	7,100
8.WSJS(AM)	adult contemp.	7,000
9.WTHP(FM)	oldies	4,400
10.WMQX(FM)	AOR	3,700

50. Memphis

1.WHRK(FM)	urban contemp.	20,800
2.WMC-FM	adult contemp.	15,300
3.KRNB(FM)	urban contemp.	11,600
4.WGKX(FM)	country	11,000
5.WRVR(FM)	adult contemp.	9,500
6.WDIA(AM)	black	9,300
7.WLOK(AM)	gospel/blues	9,100
8.WEZI(FM)	easy listening	7,400
9.WHBQ(AM)	news/talk	5,100
10.WEGR(FM)	AOR	5,000

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Likely candidates for AM stereo

Some stations more likely than others to switch to AM stereo transmission according to NAB survey

The adoption of AM stereo appears to be one issue that remains on the back-burner for many AM radio executives in 1987, even though audience listening levels for the medium's oldest band continues to decline.

Five years after the FCC gave AM stereo the green light, leaving it up to the marketplace to decide upon a standard, only about 11%-12% of the roughly 5,000 commercial AM stations—nearly 500 on Motorola's C-Quam system and about another 100 with Kahn Communications—are transmitting in stereo. Based on research conducted by the National Association of Broadcasters, the reasons often cited by AM broadcasters for not switching from mono to stereo are cost, format suitability, lack of a single standard and lack of AM stereo receivers. But both Motorola and Kahn have projected a continuing flow of conversions in the coming years.

Who are the broadcasters more likely to switch to stereo? According to Rick Ducey, NAB senior vice president for research and planning, which just finished tabulating responses from a recent radio technology telephone survey, station operators who operate co-owned AM/FM stations are twice as likely to switch to AM stereo than those who run a stand-alone AM property. Medium and large market AM stations are four-to-five times more likely to make the move than small market operations, and group-owned AM stations are three times more likely to go to stereo than nongroup outlets.

"AM stereo is still perceived to be important by the industry, but to varying degrees with different segments of AM broadcasters," said Ducey.

Glynn Walden, engineering manager,

ing Corporation, Page Enterprises, Inc. (KAME-TV)., and Nevada Television Corporation. (MM Docket 85-293 by ID [FCC 87D30] issued August 17 by ALJ Joseph Chackin).

■ Bloomfield, N.M.—Designated for hearing applications of Mehl D. Tafoya, The Taber Broadcasting Company of New Mexico and Jose C. Olivarez for new FM on Channel 283C (104.5 Mhz). at Bloomfield. (MM Docket 87-340 by Order [DA 87-1190] adopted August 20 by Chief, Audio Services Division).

■ Grifton, N.C.—Designated for hearing applications of William S. Page, Jan B. Greene, Campbell Radio, Columbia Women's Radio, Inc. and Grifton Communications for new FM on Channel 257A (99.3 Mhz).' at Grifton. (MM Docket 87-346 by Order [DA 87-1202] adopted August 21 by Chief, Audio Service Division, Mass Media Bureau).

■ Karns, Tenn.—Designated for hearing applications of John Strelitz, Piedmont Partnership, Karns Broadcasters, Ltd., Beaver Ridge Communications, Ltd., Jacob Broadcasting Company, Inc., and George S. Flinn, Jr. for FM on Channel 226A (93.1 Mhz). at Karns. ([Docket No. omitted] by Order [DA 87-1191] adopted August 20 by Chief, Audio Services Division, Mass Media Bureau).

Allocations

■ Millbrook, Ala.—At request of Mac Carter, proposed amending FM Table by allotting Channel 246A (97.1 Mhz) to Millbrook as its first local broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-333 by NPRM [DA 87-1179] adopted August 5 by Chief, Allocations Branch, Mass Media Bureau.)

■ Madera, Calif.—At request of KQMD-FM, proposed amending FM Table by substituting Channel 221B1 (92.1 Mhz) for Channel 221A and modifying KQMD-FM's license to specify operation on higher powered channel. Comments are due October 19, replies November 3. (MM Docket 87-334 by NPRM [DA 87-1161] adopted August 3 by Chief, Allocations Branch.)

■ Oidale, Calif.—At request of Buckley Broadcasting Corp., proposed amending FM Table by substituting 237B1 (95.3 Mhz) for Channel 237A and modifying license of KLLY(FM) to specify operating on higher powered station. Comments are due October 19, replies November 3. (MM Docket 87-332 by NPRM [DA 871180] adopted August 5 by Chief, Allocations Branch.)

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Fort Walton Beach, Fla.—Substituting Channel 258C2 (99.5 Mhz) for Channel 257A (99.3 Mhz) at Fort Walton Beach and modifying license of WFTW-FM to specify new channel. (MM Docket 86505 [DA 87-1150] adopted August 4.)

■ Augusta, Ga.—At request of Sunny Communications, Inc., proposed amending FM Table by substituting Class C Channel 289 (105.7 Mhz) for Channel 289C1 and modifying license of WZNY(FM) to specify operation on higher powered channel. Comments are due October 19, replies November 3 (MM Docket 87-337 by NPRM [DA 87-1164] adopted August 5 by Chief, Allocations Branch.)

■ Pittsfield, Ill., and Palmyra, Mo.—Substituting Channel 250C2 (97.9 Mhz) for Channel 252A (98.2 Mhz) at Palmyra, and Channel 248B1 (97.5 Mhz) for Channel 249A (97.7 Mhz) at Pittsfield; and modifing license of KIDS, Palmyra, to specify Channel 248B1. (MM Docket 86-146 [DA 87-1151] adopted August 5.)

■ North Windham, Me.—At request of Kollen Dodge, proposed amending FM Table by allotting Channel 294A (106.7 Mhz) to North Windham as its first local FM service. Comments are due October 19, replies November 3. (MM Docket 87-336 by NPRM [DA 87-1165] adopted August 5 by Chief, Allocations Branch.)

■ Webster, Mass.—Allotting Channel 255A (98.9 Mhz) to Webster as its first FM service. The window period for filing applications opens October 14 and closes November 13. (MM Docket 86-145 [DA 87-1163] adopted August 4.)

■ L'Anse, Mich.—At request of Aaron J. Coffey, proposed amending FM Table by allotting Channel 291C2 (106.1 Mhz) to L'Anse as its first FM broadcast service. Comments are due October 19, replies November 3. (MM Docket 87-331 by NPRM [DA 87-1181] adopted August 5 by Chief, Allocations Branch.)

■ Newsberry and Munising, Mich.—Effective October 13, amended FM Table by allotting Channel 250C2 (97.9 Mhz) to Newberry as its second FM service and substituting Channel Channel 252C2 (98.3 Mhz) for Channel 252A at Munising and modifying license of WQXO-FM to specify operation on Channel 252C2. The window period for filing applications for Channel 250C2 at Newberry will open October 14 and close November 13. (MM Docket 86-447 by R&O [DA 87-1182] adopted August 6 by Chief, Allocations Branch.)

■ Winona, Minn.—Allotting Channel 268A (101.5 Mhz) to Winona as its second FM service. The window dates will be announced at future date. (MM Docket 86-372 [DA 87-1152] adopted August 5.)

■ Steelville, Mo. At request of Randal Wachter, proposed amending FM Table by substituting Channel 227C2 (93.3 Mhz) for 244A (96.7 Mhz) at Steelville and modifying license of KNSX-FM to specify operation on new channel. Comments are due October 19, replies November 3. (MM Docket 87-335 by NPRM [DA 87-1166] adopted August 5 by Chief, Allocations Branch.)

■ Warsaw, Mo.—Effective October 18, amended FM Table by allotting Channel 256A (99.1 Mhz) to Warsaw as its second FM service. The window filing period will open October 14 and close November 13. (MM Docket 86-437 by R&O [DA 871183] adopted July 30 by Chief, Allocations Branch.)

■ Grants, N.M.—Allotting Class C Channels 279 (103.7 Mhz) and 288 (105.5 Mhz) and deleting Channel 237A (95.3 Mhz) at Grants and modifing license of KLLT(FM) to specify operation on Channel 279 in lieu of Channel 237A at Grants. The window will open October 14, and close November 13. (MM Docket 87-105 [DA 87-1154] adopted August 5.).

■ Lisbon, N.D.—Substituting Channel 291C2 (106.1 Mhz) for Channel 292A (106.3 Mhz) at Lisbon and modifing license of KQLX-FM to specify operation on higher powered channel. (MM Docket 87-31 [DA 87-1153] adopted August 5.)

■ Aguada, P.R.—Allotting UHF TV Channel 50 to Aguada as its first local TV service. (MM Docket 87-32 [DA 87-1155] adopted August 5.)

■ Caldwell, Tex.—Allotting Channel 236A (95.1 Mhz) as its first FM service. The window will open October 14 and close November 13. (MM Docket 87-20 [DA 87-1162] adopted August 5.)

■ Witchita Falls, Tex.—At request of Witchita Falls Communications, proposed amending FM Table by substituting Class C2 Channel 292 (106.3 Mhz) for Channel 292A at Wichita Falls and modifying license of KTLT(FM) to specify operation on higher class channel. Comments are due October 19, replies November 3. (MM Docket 87-341 by NPRM [DA 87-1184] adopted August 3 by Chief, Allocations Branch.)

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56th Year 1987

CBS

Vol. 113 No. 11

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CBS celebrates 60... page 45.

NAB RADIO '87... page 35.

Judge Greene retains ban on information services... page 41.

Felker named FCC Mass Media chief... page 40.

TVRO dish strategies... page 125.

CBS: EYE ON THE PAST □ CBS, which celebrates its 60th anniversary this month, in many ways reflects evolution of radio and television. BROADCASTING has tapped memories and insights of some of participants in that growth, offering rich portrait of both company and industry. **PAGE 45. THE INTERVIEWS** □ William Paley, **PAGE 64.** Laurence Tisch, **PAGE 55.** Frank Stanton, **PAGE 75.** Walter Cronkite, **PAGE 80.** Eric Sevareid, **PAGE 84.** Fred Friendly, **PAGE 89.** Joseph Flaherty, **PAGE 95.** Gene Jankowski, **PAGE 103.** Chronicle of Lou Dorfsman's career. **PAGE 98.**

LOOK TO THE FUTURE □ After several troubled years, CBS has emerged in its 61st year increasingly cash rich, but some weaknesses need to be addressed as it attempts to regain its former dominant position. **PAGE 107.**

THE HART BEAT □ Appearing on *Nightline* in his first interview since withdrawing from presidential race, Gary Hart says he was unfaithful to his wife, and that he does not intend to re-enter 1988 race for White House. **PAGE 38.**

EARLY RETURNS □ First full week under new peoplemeter systems produces different prime time winners. **PAGE 40.**

MASS MEDIA MAN □ FCC Chairman Patrick picks new chief of Mass Media Bureau. **PAGE 40.**

NAB RADIO '87 □ Broadcasters meet in Anaheim to compare strategies, address issues and plan for future. **PAGE 35.**

RISE OF THE FALL □ Three commercial broadcast networks unveil their first-run programing for 1987-88 television season. **PAGE 111.**

ADDRESSING THE ISSUES □ RTNDA's international conference examines tough issues, including reporting on AIDS, preparing for presidential election and increasing minority presence in broadcasting newsrooms. **PAGE 114.** RTNDA has second thoughts on holding next year's meeting in Phoenix. **PAGE 116.** About 140 exhibitors show their wares. **PAGE 120.**

DISH SUPPORT □ TVRO supporters convene in Nashville at home satellite trade show. **PAGE 125.**

VETERAN NEWSMAN □ Douglas Edwards was first anchor of CBS's evening television newscast; he worked with Murrow, and has reported from around world. After almost 45 years at CBS, he says he is busier than ever. **PAGE 143.**

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57th.

ABC's roll-out schedule looks like this: tonight, *Monday Night Football* (with special pre-game show at 8:30 p.m.); *Sledge Hammer!*, 8 p.m. and *The Charmings*, 8:30 p.m. Thursday (Sept. 17); *Growing Pains* (special hour-long season premiere not in regular day and time period), 8 p.m., *Max Headroom*, 9 p.m. and *20/20*, 10 p.m., Friday (Sept. 18).

Once a Hero (90-minute special debut) 8 p.m. Saturday (Sept. 19); *MacGyver* (Monday, Sept. 21; *Who's The Boss*, 8 p.m.; *Full House*, 8 :30 p.m.; *Growing Pains* (not regular time period), 9 p.m.; preview of *I Married Dora* 9:30 p.m., Tuesday, Sept. 22; *Perfect Strangers*, 8 p.m., *Head of the Class*, 8:30 p.m., *Hooperman*, 9 p.m., *The Slap Maxwell Story*, 9:30 p.m. and *Dynasty*, 10 p.m., Wednesday, Sept. 23.

The *ABC Thursday Night Movie, Ghostbusters*, 9-11:07 p.m.,Sept. 24; *Full House*, 8 p.m. and *I Married Dora* (regular time periods), Friday, Sept. 25; *Once a Hero*, 8 p.m. Saturday, Sept. 26 (regular time period).

The *Disney Sunday Movie* of *Alice in Wonderland*, 7 p.m., *Spenser: For Hire*, 8 p.m., *Dolly* 9 p.m. and *Buck James*, 10 p.m., Sunday, Sept. 27; *Growing Pains*, 8:30 p.m., *Moonlighting* 9 p.m. and *thirtysomething*, 10 p.m., Tuesday, Sept. 29. Premiere dates for returning Satuday series *Ohara* and *Hotel* were not announced at press time.

Frontrunner NBC's rollout schedule: Sunday, Sept. 13, *Our House* (first of a two-parter), 7 p.m.; *Family Ties*, 8-9 p.m. (special hour debut in its new time slot against *Murder, She Wrote*); *Private Eye*, 9-11 p.m. (two-hour movie premiere). On Sept. 20, *My Two Dads* debuts at 8:30-9 p.m.

On Wednesday, Sept. 16, NBC will debut *Highway to Heaven*, 8 p.m.; *Year in the Life*, 9 p.m. and *St. Elsewhere*, 10 p.m.

The network's regular Thursday night lineup will be unveiled over several weeks. On Sept. 17, *Night Court* debuts at 9:30 p.m. (first of two parts). Then, on Sept. 24, *The Cosby Show* debuts at 8 p.m.; *A Different World*, 8:30 p.m.; *Cheers*, 9 p.m., and the *Bronx Zoo*, 10 p.m. (the first in NBC's "designated hitter" block). the new season of *L.A. Law* premieres 10 p.m. Oct. 15 and *Beverly Hills Buntz*, another "designated hitter" debuts 9:30 p.m. Oct. 29.

On Friday, Sept. 18, *Rags to Riches* has its two-hour premiere at 8-10 p.m., and *Private Eye* debuts in its regular time period at 10 p.m. The following Friday, *Miami Vice* debuts at 9 p.m.

Saturday, Sept. 19, *The Golden Girls* enters the fall schedule at 9 p.m. and *Mama's Boy* (a "designated hitter") debuts at 9:30 p.m. On Sept. 26, it's *Facts of Life*, 8 p.m.; *227*, 8:30 p.m., *J.J. Starbuck*, 9:30-11 p.m. (90-minute preview). The rollout of the Saturday schedule concludes on Oct. 3 with *Amen* at 9:30 p.m. and *Hunter*, 10-11 p.m.

On Monday, Sept. 21, are the premieres of *ALF* at 8 p.m. and *Valerie* at 8:30 p.m.

The Tuesday schedule begins Sept. 22 with the rollout of *Matlock* at 8-10 p.m.(special two-hour premiere) and *Crime Story*, 10 p.m. On Sept. 29, *J.J. Starbuck* debuts at 9 p.m. in its regular time period. ☐

Nielsen syndicaiton service
preliminary audience estimates of syndicated shows for week ended Aug. 30

1.	Wheel of Fortune	15.4/220	99
2.	Jeopardy	11.1/209	99
3.	World Wrestling Federation	10.2*/238	95
4.	Wrestling Network	8.0*/179	89
5.	Wheel of Fortune (B)	7.7/170	81
6.	People's Court	7.6/192	97
7.	Oprah Winfrey Show	7.5/180	98
8.	Entertainment Tonight	7.4*/153	93
9.	New Newlywed Game	6.7/181	95
10.	All Star Wrestling Network	6.0*/113	85
10.	Hollywood Squares	6.0/150	91
12.	Mama's Family	5.5*/159	88
13.	Charles in Charge	4.9*/100	85
14.	Entertainment Tonight Wknd	4.6*/160	93
14.	Hee Haw	4.6/218	90
14.	It's a Living	4.6*/144	88

*includes multiple airings

InterMedia

Concerned about carriage. Member survey conducted by National Association of Public Television Stations found 80% of respondents are concerned about cable carriage of public TV. Issue has risen to level of "equal concern" with issue of finding new funding sources, said NAPTS director of research, Bernadette McGuire. Local and national programing, staffing and equipment replacement followed as issues of major concern identified by 126 managers responding to survey, which was conducted late last spring.

☐

Bakker probe. Federal grand jury in Charlotte, N.C., has been convened, believed to be for investigation of PTL ministry formerly headed by evangelist Jim Bakker and his wife, Tammy. Investigation is expected to continue six to 12 months with grand jury meeting on third week of every month. Justice Department refuses to confirm that PTL is target of investigation. It has been widely reported since grand jury was formed that Bakkers and other former PTL executives are being investigated for mail fraud and tax evasion.

☐

Gearing up. William Turner of Citadel Communications Corp., is taking a four-month leave of absence to coordinate the National Association of Broadcasters grass-roots lobbying activities until the end of the year (BROADCASTING, Aug. 31). NAB officials and Turner say the appointment is temporary. A former TV board chairman, Turner started Sept. 8, and will commute home to Sioux City, Iowa, on weekends.

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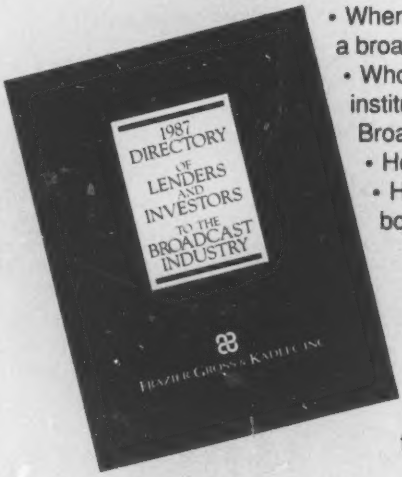
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otherr holding 3.3% each. Filed Aug. 27.

■ Atlantic City, N.J.—Tremont Broadcasting Corp. seeks 107.3 mhz; 25 kw; HAAT: 619.9 ft. Address: P.O. Box 1176, 125 S. Main St., Pleasantville, N.J. 08232. Principal is owned by Cecil J. Banks, president (20%); Margo H. Banks, secretary (20%); Warren Only, treasurer (20%), James Dancey, vice president (20%), and Barbara L. Dancey (20%). It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—American Indian Broadcast Group, Inc. seeks 107.3 mhz; 25 kw; HAAT: 619.9 ft. Address: Country Village Shopping Center, Suite 2, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, 1/3, Lynwood Eaton, 1/3 and Fritz Niggeler 1/3. Filed Aug. 27.

■ Atlantic City, N.J.—Long Beach Island Radio Corp. seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 12 Robert Dr., Ship Bottom, N.J. 08008. Principal is owned by Patricia M. Rose. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—D&L Broadcasting seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 904 E. Gowen Ave., Philadelphia 19150. Principal is owned by Reginald M. LaVong and Sandra M. Delgiorno. LaVong owns WHAT(AM) Philadelphia. Filed Aug. 27.

■ Atlantic City, N.J.—Atlantic Shore Broadcasting seeks 107.3 mhz; 25 kw; HAAT: 193.5 ft. Address: One Gateway Center, Suite 1900, Newark, N.J. 07102. Prinicpal is owned by Glenn F. Scotland, who has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Feature Productions Inc. seeks 107.3 mhz; 25 kw; HAAT: 223 ft. Address: 1889 Forest Dr., Willliamstown, N.J. 08094. Principal is owned by Carmen J. Colucci and Daniel J. Merlo, who have no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Beach Communications seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 957 Asbury Ave., Ocean City, N.J. 08226. Principal is owned by Neely D. Crosley, William Koplovitz and Steven Sinn. Koplovitz and Sinn own WOBG(AM)-WSLT(FM) Ocean City, N.J. Filed Aug. 26.

■ Atlantic City, N.J.—Maureen H. Meny seeks 107.3 mhz; 25 kw; HAAT: 318.9 ft. Address: 529 Woolf Rd., Milford, N.J. 08848. Principal is owned by Meny, Jacqueline R. Preston and Dena G. Groden. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Knight Radio Inc. seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 63 Bay State Rd., Boston 02215. Principal is Boston-based group of two AM's and three FM's owned by Norman Knight. Filed Aug. 26.

■ Atlantic City, N.J.—Telecommunications Network Inc. seeks 107.3 mhz; 25 kw; HAAT: 325 ft. Address: 2930 South Broad St., Trenton, N.J. 08610. Principal is owned by Adolph N. Weiss and six others. It has no other broadcast interests. Filed Aug. 27.

■ Atlantic City, N.J.—Surf City Broadcasting Associates seeks 107.3 mhz; 25 kw; HAAT: 328 ft. Address: 114 23rd St., Surf City, N.J. 08008. Principal is owned by Kevin O'Kane and family. O'Kane has interest in WTUV(TV) Utica, N.Y. Filed Aug. 27.

■ Highland, N.Y.—William H. Walker III seeks 107.3 mhz; 330 w; HAAT: 295 ft. Address: P.O. Box 1341, 12528. Principal has no other broadcast interests. Filed Aug. 27.

■ Biltmore Forest, N.C.—Owen-Dumeyer Partnership seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 1417 Story Ave., Lopuisville, Ky. 40206. Principal is owned by George E. Owen and David Dumeyer, who have no other broadcast interests. Fiedl Aug. 28.

■ Biltmore Forest, N.C.—Shamrock Communications Inc. seeks 96.5 mhz; 3 kw; HAAT: 328 ft. Address: 149 Penn Ave., Scranton, Penn. 18503. Principal is owned by James J. Haggerty and four others. It has no other broadcast interests. Filed Aug. 28.

■ Southern Pines, N.C.—Southern Radio Partnership seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 1345 Niagara Rd., 28397. Principal is owned by David L. Hicks, General Partner, 5.45%, Joan C. Hicks, General Partner, 5.45%, Roy S. Massengill, General Partner, 6.6% and 25 other general partners with 3.3%. Filed Aug. 24.

■ Warrenton, N.C.—WARR Inc. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: P.O. Box 577, 27589. Principal is owned by Ralph Coleman, 24% and Clesie (Cle) Everette, 76%. It owns WARR(AM), Warrenton, N.C. Filed Aug. 26.

■ Edgewood, Ohio—John Anthony Bulmer seeks 102.5 mhz; 3 kw; HAAT: 328 ft. Address: 125 Bayshore Ct., St. Mary's, Ohio 45885. Principal has no other broadcast interests. Filed July 29.

■ Swanton, Ohio—Swan Creek Communications seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 3107 Woodville Rd., Toledo, Ohio 43619. Principal is owned by Jerry Toth and Thomas Gardull. Thomas Gardull is 33% general partner in an application by Fulton Broadcasters for an FM allocation at Wauseon, Ohio. Filed Aug., 27.

■ Swanton, Ohio—Swanton Radio Associates seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 3309 Grimsby Pl., Toledo, Ohio 43606. Principal is owned by London Mitchell, Gen. Partner, 10.9%; Robert L. Groat, Gen. Partner, 6.6%; Eugene B. White, Gen. Partner, 6.6%, Guy & Willie Potect, Gen. Partners, 6.6% and 21 other general partners with 3.3% each. Filed Aug. 27.

■ Swanton, Ohio—Nunn Corp. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 2129 Robinwood Ave., Toledo, Ohio 43620. Principal is owned by Irving Nunn and his wife, Cathy. It has no other broadcast interests. Filed Aug. 27.

■ Swanton, Ohio—Welch Communications Inc. seeks 107.3 mhz; 3 kw; HAAT: 328 ft. Address: 1251 S. Reynolds Ave., Toledo, Ohio 43615. Principal is owned by Chrles Welch and Paul L. Jones. Welch owns and Jones is program director of WVOI(AM) Toledo. Filed Aug. 27.

■ Northumberland, Penn.—Charles W. Loughery seeks 107.3 mhz; 660 w; HAAT: 682.2 ft. Address: 741 Cybus Way, Southampton, Penn. 18966. Principal is engineering technician for New Jersey Broadcasting Authority, consulting engineer for WNPV(AM), Lansdale, PA, and a general partner of Bucks County LPTV, applicant for two LPTV stations in Pennsylvania. Filed Aug. 27.

■ Northumberland, Penn.—William P. Zurick seeks 107.3 mhz; 2 kw; HAAT: 377.2 ft. ddress: RD #2, Box 293, Sunbury, Penn. 17801. Principal has no other broadcast interests. Filed Aug. 27.

■ Northumberland, Penn.—Rebecca L. Boedker seeks 107.3 mhz; 1.86 kw; HAAT: 413.3 ft. Address: 95 King St., 17857. Principal has no other broadcast interests. Filed Aug. 27.

■ Aberdeen, S.D.—Alrox Inc. seeks 106.7 mhz; 100 kw; HAAT: 708.5 ft. Address: 349 Berkshire Plaza, 57401. Principal is owned by Allen D Rau, 51% and Mel Hendricks, 49%. It is the licensee of KGIM(AM), Aberdeen, S.D. Filed July 24.

■ Post, Tex.—Southwest Educational Media Foundation of Texas Inc. seeks 107.3 mhz; 50 kw; HAAT: 423.1 ft. Address: 2100 Hwy 360, Suite 1204, Grand Prairie, Tex. 75050. Principal is nonprofit corporation headed by Kent Atkins, president. Filed Aug. 27.

■ Post, Tex.—American Indian Broadcast Group Inc. seeks 107.3 mhz; 50 kw; HAAT: 423.1 ft. Address: Country Village Shopping Center, Suite 2, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, 1/3, Lynwood Eaton, 1/3 and Fritz Niggeler 1/3. Filed Aug. 27.

New TV

■ Salem, Ind.—James Ledford seeks ch. 58; 5,000 kw; HAAT: 833.1 ft. Address: RR#3, Box 157, Salem, Ind. 47167. Principal has no other broadcast interests. Filed Aug. 27.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

■ Boston, Ga.—Granted app. to Boston Radio Co. for 106.3 mhz; 3 kw; change HAAT to 328 ft. Address: Cooper Rd., Route 2, P.O. Box 27-D, Meigs, Ga., 31765. Principal is owned by Cindy M. White and her husband, Jerry, who also has interest in WCLB(AM) Camilla, Ga. Action Aug. 25.

■ Norway, Mich.—Granted app. to James Verkest for 94.3 mhz; 2 kw; HAAT: 1,315.3 ft. Address: 173 N. Main St., Oregon, Wis., 53575. Principal has interest in WFCL-AM-FM Clintonville, Wis. Action Aug. 26.

■ Narragansett Pier, R.I.—Returned app. Cindy A. Rakovan for 102.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Ocean Venture Broadcasting for 102.7 mhz; 3 kw; HAAT: 328 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Lighthouse FM Partnership for 102.7 mhz; 3 kw; HAAT: 938 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. C.G. Associates of Narragansett for 102.7 mhz; 3 kw; HAAT: 938 ft. Action Aug. 25.

■ Narragansett Pier, R.I.—Returned app. Blount Communications Inc. for 102.7 mhz; 3 kw; HAAT: 492 ft. Action Aug. 25.

Allocations

Applications

■ El Centro, Calif.—Designated for hearing, the mutually exclusive applications of Garcia Communications, SICC Holding Corp., La Paz Wireless Corp., and Imperial Valley Broadcasting for a new VHF television station on channel 7 at El Centro. (MM Docket 87-354 by Order [DA 87-1216] adopted August 27 by the chief, Video Services Division, Mass Media Bureau.)

■ Roseville, Chico and South Lake Tahoe, Calif.—Effective October 19, amended FM Table to substitute channel 229B1 (93.7 mhz) for channel 228A at Roseville and modified license of KRXQ(FM) to operate on the new channel; substitute channel 230B1 (93.9 mhz) for channel 229B at Chico and modified license of KFMF(FM) to operate on the new channel; substitute channel 230B1 for channel 230B at South Lake Tahoe and reclassified station KRTL(FM) accordingly. (MM Docket 86-473, by R&O [DA 87-1225] adopted August 18 by the chief, Allocations Branch, Policy and Rules Division, Mass Media Bureau.)

■ Beverly Hills and Odessa, Fla.—Effective October 19, amended FM Table to allot channel 250A (97.9 mhz) to Beverly Hills as its first local FM service; filing window: October 20-November 19. (MM Docket 86-267, by R&O [DA 87-1221] adopted August 18 by the chief, Allocations Branch.)

■ Perry, Ga.—Designated for hearing, the mutually exclusive applications of RSO Broadcasting, Perry Television, inc., and Radio Perry, Inc. for a new UHF television station on channel 58 at Perry. (MM Docket 87-353 by Order [DA 871215] adopted August 27 by the chief, Video Services Division.)

■ Hilo, Hawaii—Approved settlement agreement and dismissed the application of Southport Radio, Inc.; granted the application of Irving A. Uram for a new FM station at Hilo; and terminated the proceeding. (MM Docket 86-175 by Order [FCC 87R-43] adopted August 25 by the Review Board.)

■ Honolulu, Hawaii—Granted the application of Lee Optical and Associated Companies Retirement and Pension Fund Trust for a new FM station on channel 262C (100.3 mhz) at Honolulu, and denied the competing application of Phillip R. Antoine and Lan Thi Vuong-Antoine. (MM Dockets 831338-40 by Decision [FCC 87R-44] adopted August 28 by the Review Board.)

■ Millinocket, Me.—On request of Katahdin Communications, Inc., proposed amendment of FM Table by substituting channel 235C2 (94.9 mhz) for channel 249A (97.7 mhz) and modification of Katahdin's license for WSYY-FM to specify operation on the new channel; comments October 26, replies November 10. (MM Docket 87-350, by NPRM [DA 87-1223] adopted August 18 by the chief, Allocations Branch.)

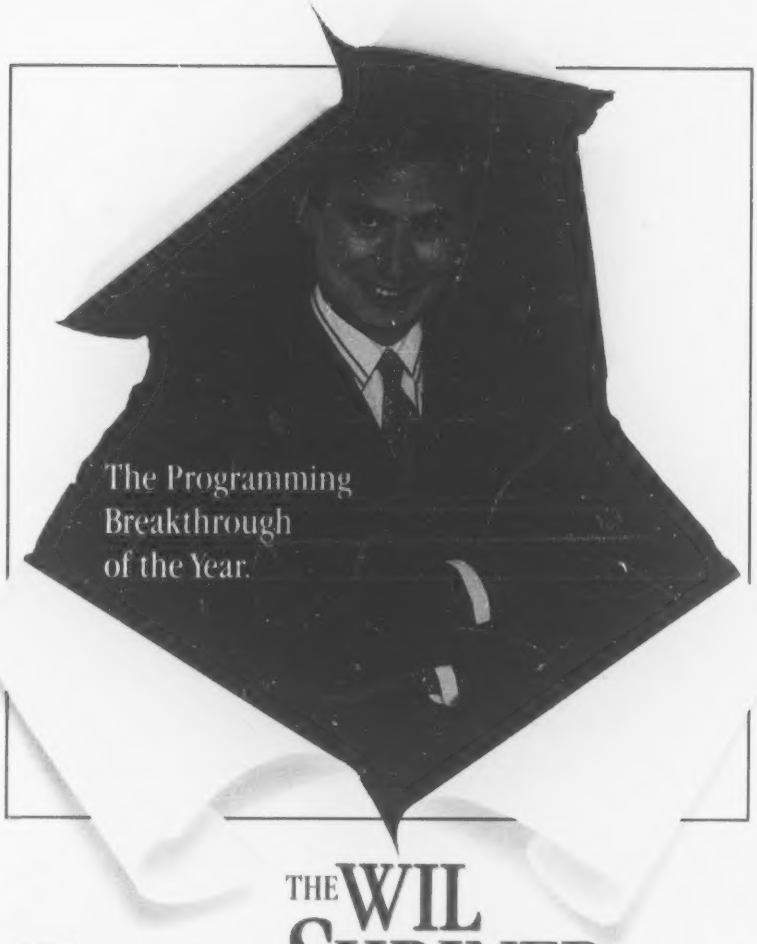
■ Starkeville, Miss.—Effective October 19, amended FM Table by substituting channel 291C2 (10[illegible].1 mhz) for Channel 292A (106.3 mhz) and modifying license of WSMU(FM) to specify operation on the new channel. (MM Docket 86-480, by R&O [DA 87-1222] adopted August 18

- C1750-1
9/17/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Sep 21



THE WIL SHRINER SHOW

Produced by
Charles Colarusso Productions
in association with
GROUP W PRODUCTIONS
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56th Year 1987

Radio group changes hands for $200 million

20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

Vol. 113 No. 12

Broadcasting Sep 21

Examination of international TV opportunities... page 41.
Peoplemeters: on their own... page 38.
Bork takes the stand... page 36.
NAB's Radio '87 meets in Anaheim... page 46.
Communications satellites successfully launched... page 68.

THE WEEK THAT WAS ☐ News media were kept in high gear last week, keeping pace with host of major stories. From Pope's visit, 200th anniversary of signing of Constitution, Bork hearings, to talks between Shultz and Shevardnadze, radio and TV coverage moved through what one executive termed "a logistical tap-dance." **PAGE 35.**

SALABLE ASSETS ☐ Summit Communications buys 16 radio stations from DKM Broadcasting for about $200 million making it second largest radio-only purchase. **PAGE 36.**

CHILDREN'S HOUR ☐ Congressional hearing and introduction of legislation to reimpose guidelines limiting advertising during "children's prime time," put children's television under scrutiny last week. **PAGE 40.**

RADIO'S COMMON CAUSE ☐ NAB's Radio '87 convention in Anaheim, Calif. drew industry's leaders to discuss major issues confronting that medium, including new legislative hurdles ahead, new music formats, management styles and technical advances. **PAGES 46-65.**

NO NEWS IS BAD NEWS ☐ Not since early days of television had network encountered on-air glitch of same magnitude, according to CBS officials, referring to six dark minutes on first feed of *CBS Evening News with Dan Rather*. **PAGE 66.**

BLASTOFF ☐ Successful launch of two communications satellites offers that industry renewed confidence that it will be able to get its satellites into orbit. **PAGE 68.**

PREPARING FOR LIFTOFF ☐ Six companies have asked FCC for authorization to build and launch 18 new communications satellites. **PAGE 69.**

CABLE'S LATEST BATTLE ☐ In case involving Santa Cruz, Calif., cable system, some of city's franchising requirements are held to violate cable operator's First Amendment rights. **PAGE 71.**

CHARTING SYNDICATION ☐ List of first-run syndicated shows debuting this fall. **PAGE 77.**

ONE MORE TIME ☐ NBC-TV is planning another news magazine program, slated for 1988-89 season. **PAGE 96.**

WESTWOOD HO ☐ William Battison, president and chief financial officer of Westwood One Inc., is always looking for the next challenge. **PAGE 95.**

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Prime time peoplemeter ratings

Listed below are the Nielsen peoplemeter ratings/shares from Monday, Sept. 7 to Saturday, Sept. 12, arranged by day and half-hour time periods. Included in each time period are ratings for network "briefs," such as a network "Newsbrief" or "Business Brief" not previously broken out in the old NTI rankings.

The winning show's numbers in each time slot appear in boldface.

	Monday Sep 10	
	8-8:30	
ABC	College football	9.5/17
CBS	Kate and Allie	11.8/21
NBC	Alf	**14.9/26**
	8:30-9	
ABC	College football	14.4/20
CBS	My Sister Sam	12.5/21
NBC	Valerie	**15.1/25**
	9-9:30	
ABC	College football	12.1/20
CBS	Newhart	**16.5/27**
NBC	Monday movie pt.3	11.7/19
	9:30-10	
ABC	Football	11.2/19
CBS	Designing Women	**15.6/26**
NBC	Movie	12.2/20
	10-10:30	
ABC	Football	12.0/21
CBS	Cagney and Lacey	12.1/21
NBC	Movie	**12.8/23**
	10:30-11	
ABC	Football	11.2/21
CBS	Cagney and Lacey	**11.8/23**
NBC	Movie	11.3/22
	Tuesday Sep 8	
	8-8:30	
ABC	Who's the Boss?	**18.2/32**
CBS	Simon and Simon	5.0/9
NBC	Matlock	11.7/20
	8:30-9	
ABC	Growing Pains	**20.2/33**
CBS	Simon and Simon	5.9/10
NBC	Matlock	12.6/21
	9-9:30	
ABC	Moonlighting	**17.9/30**
CBS	Houston Knights	10.2/17
NBC	Movie	9.5/16
	9:30-10	
ABC	Moonlighting	**18.0/31**
ABC	Newsbrief	11.6/20
CBS	Houston Knights	10.9/18
NBC	Movie	8.5/14
	10-10:30	
ABC	Constitution special	10.7/20
CBS	Night Heat	**11.3/21**
NBC	Movie	8.6/16
	10:30-11	
ABC	Constitution	9.2/19
CBS	Night Heat	**11.2/22**
NBC	Movie	8.6/17
	Wednesday Sep 9	
	8-8:30	
ABC	Perfect Strangers	**13.3/25**
CBS	Mike Hammer	6.6/12
NBC	Highway to Heaven	9.5/18
	8:30-9	
ABC	Head of the Class	**14.2/25**
ABC	Businessbrief	11.3/19
CBS	Mike Hammer	7.0/12
NBC	Highway to Heaven	10.9/19
	9-9:30	
ABC	MacGyver	**11.5/20**
CBS	Magnum, P.I.	11.2/19
NBC	Bronx Zoo	8.6/15
	9:30-10	
ABC	MacGyver	10.8/18
ABC	Newsbrief	7.2/12
CBS	Magnum, PI	**12.0/20**
NBC	Bronx Zoo	8.6/15
	10-10:30	
ABC	Hotel	8.1/15
CBS	Equalizer	**13.3/24**
NBC	St. Elsewhere	8.6/15
	10:30-11	
ABC	Hotel	8.5/16
CBS	Equalizer	**13.2/25**
NBC	St. Elsewhere	8.5/1
	Thursday Sep 10	
	8-8:30	
ABC	Sledge Hammer!	8.6/15
CBS	Scarecrow and Mrs. King	7.2/13
NBC	Bill Cosby Show	**22.7/41**
	8:30-9	
ABC	Charmings	6.5/11
CBS	Scarecrow and Mrs. King	7.5/13
NBC	Bill Cosby Show	**26.3/44**
	9-9:3-0	
ABC	Pope in America	5.8/10
CBS	Catholic Church in America	5.6/9
NBC	Cheers	**24.8/42**
	9:30-10	
ABC	Pope in America	6.2/11
ABC	Newsbrief	6.3/11
CBS	Catholic Church in America	5.0/9
NBC	Night Court	**25.0/42**
	10-10:30	
ABC	20/20	11.8/21
CBS	Report	5.3/10
NBC	L.A. Law	**16.9/30**
	10:30-11	
ABC	20/20	13.1/25
CBS	Report	4.7/9
NBC	L.A. Law	**15.8/31**
	Friday Sep 11	
	8-8:30	
ABC	Webster	8.3/16
ABC	Newsbrief	7.6/15
CBS	Summer Playhouse	6.5/13
NBC	Alf Loves a Mystery	**10.0/20**
	8:30-9	
ABC	Mr. Belvedere	**9.6/18**
ABC	Newsbrief	7.6/14
CBS	Summer Playhouse	6.9/13
NBC	Amazing Stories special	9.2/17
	9-9:30	
ABC	Max Headroom	6.7/13
CBS	Dallas	6.8/13
NBC	Miami Vice	**11.3/21**
	9:30-10	
ABC	Max Headroom	6.7/12
CBS	Dallas	7.4/14
NBC	Miami Vice	**12.2/23**
	10-10:30	
ABC	Good Evening America	7.9/15
CBS	Adderly	8.2/16
NBC	Crime Story	**9.8/19**
	10:30-11	
ABC	Good Evening America	7.9/16
CBS	Adderly	8.9/18
NBC	Crime Story	**9.6/19**
	Saturday Sep 12	
	8-8:30	
ABC	Animal Crackups	7.0/14
CBS	College football pre-game	6.9/15
CBS	College football	7.2/15
NBC	Facts of Life	**12.0/23**
	8:30-9	
ABC	Ellen Burstyn	4.6/9
ABC	Newsbrief	4.1/8
CBS	Football	9.2/18
NBC	227	**14.7/28**
	9-9:30	
ABC	Hotel special	4.9/9
CBS	Football	9.4/18
NBC	Golden Girls	**18.7/34**
	9:30-10	
ABC	Hotel special	5.7/11
ABC	Sports Update	5.2/10
CBS	Football	9.8/18
NBC	Amen	**15.9/29**
	10-10:30	
ABC	Hotel special	6.1/12
CBS	Football	9.8/19
NBC	Hunter	**15.3/29**
	10:30-11	
ABC	Hotel	6.4/13
CBS	Football	9.6/19
NBC	Hunter	**15.0/30**

Joe Abernathy
of Heart of Texas Communications, Ltd.
has agreed to transfer the assets
of
KTON/KTQN
Killeen-Belton, TX
for
$5,200,000
to
George Duncan
of Encore Communications.

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First-run syndication scorecard

The following is a list of the first-run syndicated shows debuting this fall. The name of the show is followed by its syndicator/producer, debut date, the number of markets/DMA coverage of the U.S., the number of first-run episodes, the time period for majority of its clearances, terms of its sale (barter shows give the number of minutes for the distributor/the number of minutes for stations).

The first five of the weekly shows are first-run sitcoms that will be part of the checkerboard on the NBC-owned stations and WCAU-TV Philadelphia.

■ *She's the Sheriff* □ Lorimar Syndication/Lorimar Television Productions □ Sept. 15 □ 163/93% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ *We've Got it Made* □ MGM/UA Telecommunications/Paws Inc. and Fred Silverman Co. in association with MGM/UA Television □ Sept. 14 □ 92/76% □ 24 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ *You Can't Take it With You* □ LBS Communications/HARPS Productions in association with Procter & Gamble Productions □ Sept. 14 □ 97/79% □ 22 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ *Marblehead Manor* □ Paramount/Gary Nardino Productions in association with Dames-Fraser □ 160/93 □ 22 □ Early evenings □ Cash plus 1½ minutes.

■ *Out of this World* □ MCA TV/Bob Booker Productions □ Sept. 14 □ NA/86% □ 22 □ Early evening on weekends □ Cash plus 1½ minutes.

■ *The Dom DeLuise Show* □ Multimedia Entertainment/Dom DeLuise/Greg Garrison Productions in association with Multimedia □ Sept. 21 □ 100/85% □ 24 □ Early evenings on weekends □ Cash plus 1½ minutes.

■ *Bustin' Loose* □ MCA TV/Golden Groove Productions, co-venture of MCATV/Tribune Broadcasting Co. □ Sept. 14 □ NA/80% □ 26 □ Early evening on weekends □ Barter (3/4).

■ *George Schlatter's Comedy Club* □ King World/George Schlatter Productions □ Sept. 18 □ 120/85 □ 26 □ Weekend evenings □ Barter (3½/3½).

■ *Punky Brewster* □ Coca-Cola Telecommunications/Lightkeeper Productions in association with Columbia Pictures Television □ Sept. 14 □ 32/50% □ 22 □ early evenings □ cash.

■ *Webster* □ Paramount/Georgian Bay Ltd. Productions/Emmanuel Lewis Entertainment Enterprises in association with Paramount Network Television □ Sept. 25 □ 132/88% □ 26 □ Cash.

■ *D.C. Follies* □ Syndicast/Sid & Marty Krofft Productions □ Sept. 26 □ 91/75% □ 36 □ Weekend evenings □ Barter (3/4).

■ *Sea Hunt* □ MGM/UA Telecommunications/Northstar Television Inc. □ Sept. 21 □ 95/73% □ 22 □ Weekend evenings and afternoons □ Cash plus 1½ minutes.

■ *The All-New Monkees* □ LBS Communications/Straybert Productions in asscociation with LBS Communications and Coca-Cola Telecommunications □ Sept. 14 □ 96/78% □ 22 □ Early evening on weekends □ Barter (3/3½).

■ *Star Trek: The Next Generation* □ Paramount/Paramount Network Television □ Sept. 28 □ 208/99% □ 26 □ Weekend late night □ Barter (7/5).

■ *Friday the 13th: The Television Series* □ Paramount/Variety Arts Productions in association with Lexicon Productions Ltd. and Hometown Films □ Sept. 28 □ 193/98% □ 26 □ Weekend late night □ Barter (6/6).

■ *American Bandstand* □ LBS Communications/dick clark productions □ Sept. 14 □ 102/80% □ 46 □ Weekend afternoons □ Barter (5/8).

■ *Fan Club* □ Blair Entertainment/Four Point Entertainment in association with Blair Entertainment □ Sept. 21 □ 95/80% □ 26 □ Saturday afternoons □ Barter (3/3½).

■ *It's Showtime at the Apollo* □ Raymond Horn Syndication/Apollo Theater Productions □ Sept. 12 □ 91/80% □ 26 □ Weekend late night □ Barter (6/6).

■ *NCTV Hour* □ Orbis Communications/Campus Network □ Sept. 14 □ 64/60% □ 52 □ Weekend late night □ Barter (6/7).

■ *Headlines on Trial* □ Orbis Communications/WRC-TV Washington □ Sept. 21 □ 89/65% □ 30 □ Weekend daytime □ Barter (3/3½).

■ *Win, Lose or Draw* □ Buena Vista Television-/Richard Kline and Friends □ Sept. 7 □ 121/63% □ 185 □ Varies □ Cash plus 1 minute.

■ *High Rollers* □ Orion Television Syndication-/Merrill Heatter Productions-Century Tower Productions □ Sept. 14 □ 70/65% □ 185 □ Daytime, early fringe □ Cash plus 1 minute.

■ *Truth or Consequences* □ Lorimar Syndication/Ralph Edwards-Stu Billett Productions in association with Chris Beard Productions □ Sept. 14 □ 154/91% 195 □ Early fringe and access □ Cash plus 1 minute.

■ *Matchmaker* □ Orbis Communications/Fourstar Entertainment □ Sept. 21 □ 98/70% □ 130 □ Late night □ Barter (3/3½).

■ *Lingo* □ ABR Entertainment/Ralph Andrews, Gary Bernstein and Larry Hovis □ Sept. 28 □ 31/40% □ 195 □ Daytime □ Cash.

■ *Home Shopping Overnight* □ MCA TV/Home Shopping Network □ Sept. 14 □ NA/50% □ 260 □ Late night (stations get percentage of sales).

■ *Geraldo* □ Teletrib and Paramount/The Investigative News Group in association with Tribune Entertainment □ Sept. 7 □ 97/73% □ 200 □ Weekday mornings and afternoons □ Cash plus 2 minutes.

■ *The Wil Shriner Show* □ Group W Productions/Charles Colarusso Productions in association with Group W Productions □ Sept. 14 □ 105/85% □ 195 □ Weekday afternoons and mornings □ Cash plus 2 minutes.

■ *Getting in Touch with Dr. David Viscott* □ Access Syndication/dick clark productions □ Sept. 14 □ 75/67% □ 260 □ Weekday mornings and afternoons barter (2½/4).

■ *Slim Cooking* □ Syndicast/Hillier and Co. □ Sept. 21 □ 80/75% □ 65 □ Mornings □ Barter (3/3).

■ *The Comic Strip* □ Lorimar Syndication/Rankin-Bass Productions □ Sept. 7 □ 112/93% □ 65 □ Weekday mornings and afternoons and weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *The Adventures of Teddy Ruxpin* □ LBS Communications/DIC Enterprises □ Sept. 21 □ 85/79% □ Weekday afternoons □ 65 □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Duck Tails* □ Buena Vista Television □ Sept. 21 □ 151/93% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Bionic Six* □ MCA TV/TMS Entertainment □ Sept. 14 □ NA/75% □ 85 □ Weekday afternoon and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Bravestarr* □ Group W Productions/Filmation □ Sept. 21 □ 88/85% □ 65 □ Weekday afternoons and mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Abra Kadabra* □ M&M Syndication/Opertation Magic □ Sept. 21 □ 64/58% □ 22 □ Weekend early morning □ Barter (2½/4).

■ *Beverly Hills Teens* □ Access Syndication/DIC Enterprises □ Sept. 21 □ 70/71% □ 65 □ Weekday mornings and afternoons □ Barter (2/4½ in fourth quarter, 2½/4 in first three quarters).

■ *Captain Power and the Soldiers of the Future* □ MTS Entertainment/Captain Power Productions □ Sept. 19 □ 97/82% □ 26 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

■ *Saber Rider and the Star Sheriffs* □ World Events Productions □ Sept. 14 □ 70/65% □ 65 □ Weekend mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Kidsongs* □ Orbis Communications/Together Again Productions □ Sept. 14 □ 110/70% □ 26 □ Weekend morning □ Barter (2½/3½).

■ *Spiral Zone* □ Orbis Communications/Atlantic Kushner-Locke □ Sept. 21 □ 60/70% □ 65 □ Mornings □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Visionaries* □ Claster Television Productions/Sunbow Productions in association with TMS Entertainment □ Sept. 27 □ 103/84% □ 13 □ Weekend mornings □ Barter (2/4).

■ *The Real Ghostbusters* □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 112/82% □ 65 □ Weekday afternoons □ Barter (2/4).

■ *Dinacausers* □ Coca-Cola Telecommunications/DIC Enterprises Inc. □ Sept. 14 □ 67/70% □ 65 □ Weekday afternoons □ Barter (2/4 in fourth quarter, 2½/3½ in first three quarters).

■ *Weekend Funday (Sylvanian Families* and *Starcom U.S.)* □ Coca-Cola Telecommunications/DIC Enterprises □ Sept. 14 □ 65/67% □ 13 □ Weekend mornings □ Barter (2½/4 in first three quarters, 2/4½ in fourth quarter).

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- **Bloomfield, N.M.** (Mehl D. Tafoya, et al.) FM proceeding. Designated ALJ Joseph P. Gonzalez to preside in proceeding. Scheduled prehearing conference for Nov. 3 and hearing for Dec. 8. (By order, Sept. 1.) (MM Docket 87-340.)

- **New York, and Iowa City, Iowa** (Interstate Broadcasting Company, Inc. [WQXR] and Braverman Broadcasting Company [KCJJ]) AM proceeding. Granted request by Interstate and dismissed with prejudice for failure to prosecute, application of Braverman Broadcasting to modify facilities of KCJJ Iowa City; granted application of Interstate Broadcasting to renew license of WQXR New York; and terminated proceeding. (By MO&O, Sept. 4.) (MM Docket 87-239.)

- **Grifton, N.C.** (William S. Page, et al.) FM proceeding. Designated ALJ Joseph Chachkin to preside in proceeding. Scheduled prehearing conference for Nov. 5 and hearing for Dec. 10. (By order, Sept. 2.) (MM Docket 87-346.)

- **Karns, Tenn.** (John Strelitz, et al.) Designated ALJ Joseph Stirmer to preside in proceeding. Scheduled prehearing conference for Nov. 4 and hearing for Dec. 9. (By order, Sept. 1.) (MM Docket 87-343.)

By ALJ Joseph Chachkin on dates shown:

- **Smyrna, Del.** (The Baltimore Radio Show, Inc., et al.) FM proceeding. Granted request by C. G. Associates of Smyrna, L.P., and dismissed its application with prejudice. (By order, Sept. 3.) (MM Docket 87-65.)

- **Marco, Fla.** (Rebecca Radio of Marco, a limited partnership, et al.) FM proceeding. Granted request by Dee Wetmore and dismissed her application with prejudice. (By order, Sept. 3.) (MM Docket 87-244.)

- **Shreveport, La.** (Word of Life Ministries, Inc., et al.) TV Proceeding. Approved settlement agreement between Word of Life Ministries and Media Communications, Inc. and dismissed with prejudice application of Media Communications. (By MO&O, Sept. 3.) (MM Docket 87-87.)

- **White Rock, N.M.** (Torjaq Radio, Inc. and FM White Rock, limited partnership) FM proceeding. Approved settlement agreement and dismissed with prejudice application of FM White Rock; granted application of Torjaq Radio for new FM station on Channel 266A (101.1 MHz) at White Rock; terminated proceeding. (By MO&O, Sept. 3.) (MM Docket 87-171.)

- **Grove City, Ohio** (Ernestine R. Miller, et al.) FM proceeding. By separate orders, granted motion for summary decision by Ohio Broadcast Services and resolved main studio issue in its favor; granted request by Grove City Broadcasting Group and dismissed with prejudice applications of Ernestine R. Miller, Grove City Broadcasting Foundation and Minority Broadcasting Corporation for failure to prosecute. (By orders, Sept. 4.) (MM Docket 87-178.)

- **Abilene, Tex.** (Harold S. Schwartz, et al.) FM proceeding. By separate orders, granted requests by Harold S. Schwartz, West Texas Radio Broadcasting, Inc. and Kent S. Foster, and dismissed their applications with prejudice; granted request by FM Abilene limited partnership and dismissed with prejudice applications of FM-106, Mary Ellen Domingos Holley, Mary F. Watkins, McRae Media, Inc., Crescendo Broadcasting, Inc., Bro-Com, Inc., and Saybro Communications, Inc. for failure to prosecute. (By orders, Sept. 3 and Sept. 4.) (MM Docket 87-247.)

By ALJ Joseph P. Gonzalez on dates shown:

- **Madisonville, Ky.** (Harry J. Turner, et al.) TV proceeding. By separate orders, granted motion for summary decision by Madisonville Media, Inc. and resolved air hazard issue in its favor; approved settlement agreement and dismissed with prejudice applications of Harry J. Turner, William Sanders and Skyway Television, Ltd.; granted application of Madisonville Media, Inc. for new UHF commercial 232A (94.3 MHz) at Christiansted; and terminated proceeding. (By MO&O.) (MM Docket 87-269.)

Facilities Changes

Applications

AM's

- **WZYQ** (1560 khz) Hazard, Ky.—Seeks mod. of CP to change TL. Filed June 22.

- **KSPO** (740 khz) Dishman, Wash.—Seeks mod. of CP to change TL and make changes in ant. sys. Filed Aug. 17.

FM's

- **KSJO** (92.3 mhz) San Jose, Calif.—Seeks CP to change HAAT to 464.5 ft. Filed Sept. 2.

- **KSOZ** (91.7 mhz) Point Lookout, Mo.—Seeks CP to change ERP to 40 kw and change freq. to 90.5 mhz. Filed Sept. 2.

- **WMIH** (107.1 mhz) Gorham, N.H.—Seeks mod. of CP to change TL and change HAAT to 282.1 ft. Filed Aug. 28.

- **KLLT** (95.3 mhz) Grants, N.M.—Seeks CP to change TL; change freq. to 103.7 mhz; change ERP to 35 kw and change HAAT to 2,689.6 ft. Filed Aug. 28.

- **KKBI** (106.3 mhz) Broken Bow, Okla.—Seeks CP to change freq. to 106.1 mhz; change TL and change ERP to 17.2 kw. Filed Sept. 1.

TV's

- **KPTM** (ch. 42) Omaha—Seeks CP to change HAAT to 1,892.6 ft. Filed Sept. 2.

Summary of broadcasting as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1.315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

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New twist on fairness doctrine from Capitol Hill

◇

Taft shareholders go for buyout

Vol. 113 No. 13

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Cities contemplating changes in Cable Act... page 39.
Approval expected for Taft buyout... page 36.
ABC and Italian TV strike deal... page 38.
NFL strike takes football off air... page 35.
New Hill developments on fairness... page 35.

PEKING PEACOCK □ NBC News crew went on another road trip last week—this time broadcasting eight days of live coverage originating from two cities in China. **PAGE 37.**

COLINO SENTENCED □ Richard Colino, first U.S. director general of Intelsat, now faces prison term of up to six years. His actions were "an aberration," he says. **PAGE 38.**

JUDGING THE EMMYS □ Fox Broadcasting Co.'s airing of Emmy Awards runs long on time and short on ratings. NBC takes most awards. **PAGE 46.**

REINVENTING THE WHEEL □ Beginning Oct. 5 *Wheel of Fortune* takes on different look and new format. **PAGE 54.**

SUMMERTIME BLUES □ Network and national spot radio advertising down this summer. **PAGE 58.**

OUT OF SMALL BEGINNINGS □ NAB's second annual conference for markets 100 and smaller addresses major industry concerns. **PAGES 61-63.**

NEW FACE □ Decker Anstrom named NCTA executive vice president. **PAGE 63.**

MOSCOW ON THE POTOMAC □ ABC News presents live, unedited discussion between members of U.S. Congress and U.S.S.R.'s Supreme Soviet. **PAGE 64.**

COX TALKS CABLE □ Showtime/The Movie Channel's Chairman Tony Cox discusses "hard choices" facing Showtime's parent company; lower prices on movie packages, and program service promotions during his first appearance before cable industry group since assuming current post. **PAGE 69.**

DEFINING HIGH DEFINITION □ IEEE meeting focuses on future of advanced TV transmission systems. **PAGE 75.** NAB contributes $700,000 toward formation of technical research company for developing HDTV. **PAGE 42.**

THE LOVE OF THE GAME □ Arthur Kellar, head of EZ Communications, is a low profile group owner with a high regard for the medium he has made his life's work. **PAGE 95.**

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King said that the changes in the show are not the result of the show's ratings. *Wheel* was down 3% in national averages in the second quarter of this year. National averages do not speak to the show's performance on the local level, however, where, according to King World, the show remains strong.

Wheel and *Jeopardy*, the second-ranked show in syndication, are now a firm go through 1992. King said that stations including WDIV(TV) Detroit, WCCO-TV Minneapolis, KRON-TV San Francisco and WPXI-TV Pittsburgh have signed four-year deals at higher license fees for *Wheel*. ☐

Council issues ratings guidelines

Draws distinction between 'hype' and 'distortion'

Citing the need for the most accurate ratings upon which advertisers place buys for about $25 billion in broadcast and cable commercials, the Electronic Media Ratings Council last week issued new guidelines on ratings distortion. The council's 24-member advisory board unanamously voted to issue the guidelines the week before, and it stressed that compliance by the rating services was strictly voluntary. Mel Goldberg, executive director of the EMRC, said last week that in addition to giving the rating services guidance in an area of increasing concern among many in the industry (BROADCASTING, June 29) "we are trying to raise the level of ethical behavior on the part of those in the industry."

EMRC drew a distinction between "hype" and distortion. "Contests, advertising, special programs or other promotional efforts may be considered hype," said EMRC. Such activity tends to be "equalized," since most stations engage in it, the council said.

Ratings distortion, on the other hand, said EMRC, "are those activities aimed at the actual households or people in the rating service samples that have the potential to influence respondents to report or record more or different viewing than actually occurred or would have occurred under normal circumstances."

EMRC listed several types of activity that it considered "ratings distortion" including, "special research studies conducted for broadcasters, cable operators, advertisers or programers during the survey periods which have the potential to influence the respondents in the rating service sample." EMRC did not mention by name the Minneapolis-based Atkinson Research, which conducted such surveys for clients in three markets last May (BROADCASTING, June 29). But clearly the Atkinson surveys would fall under the ratings-distorting type of survey defined by EMRC.

EMRC also said that programs about ratings panels "which might attract current panel members" had to be considered ratings distortion. The council made no reference to an eight-part series on KABC-TV Los Angeles last May about Nielsen "families." But the message was clear—such stories are taboo. Goldberg said EMRC would not discuss either the KABC-TV case or the Atkinson case, because litigation is outstanding.

EMRC also said that qualifying as attempts at distortion would be contests run only in sweeps periods and awarding prizes "significantly more lucrative than prizes awarded during other periods and which would, therefore, be likely to cause more viewers or listeners to participate than would usually view or listen to the programs."

EMRC urged rating services to ask diary and meter households whether the viewer had been asked to participate in any recent surveys requesting viewing to a particular channel. Households responding positively should be removed from the sample base, said ERMC. The council also said that rating services should include in their contracts clauses barring distortion activities on the part of clients.

EMRC urged ratings service to take one or more of the following measures in dealing with cases of ratings distortion:

- A footnote.
- Deleting the time period during which the acitivity occurred.
- Printing two versions of rating and homes using television data in the applicable ratings book, with and without the affected portion of programing.
- Delist the offending station for the entire sweep period.

Last week, Arbitron had no comment on the guidelines issued by EMRC, but Nielsen spokeswoman said the company "wholeheartedly agrees with the attempt that the EMRC is making with these guidelines. We are now analyzing them." ☐

NBC takes last week of summer

NBC's ratings win for the final week of the summer season (ended Sept. 20), according to the Nielsen peoplemeter numbers, was with a 15.6 rating and a 26.8 share. ABC took second place for the week, with an 11.8/20.3, while CBS finished close behind with an 11.7/20.2.

During the previous week, ended Sept. 13, NBC took first place with a 15.2/27, while CBS came in second with a 10.1/17.9 and ABC finished with a 9.6/17.1.

According to the latest ratings numbers, NBC had seven of the top-10 shows, leading off with the *The Cosby Show*'s 26.0/45. ABC's broadcast of *Monday Night Football* took second place with a 23.1/41. CBS's *60 Minutes* (20.3/35) tied with a special *NBC Investigates Bob Hope* (20.3/34) for seventh place, and ABC's *Growing Pains* (20.1/32) came in ninth.

The evening news race went to NBC with a 10.0/21. Both ABC and CBS tied for second with a 9.5/20. (The CBS figure is based on four days, Tuesday through Friday. The Monday telecast received lower coverage due to U.S. Open Tennis.) The previous week's news race also went to NBC, when the *NBC Nightly News* scored a 9.8/21 over ABC's 8.9/19 and CBS's 8.8/19.

NBC took Wednesday, Thursday, Saturday and Sunday. ABC took Monday, Tuesday and Friday. For the previous week it was NBC, four (Monday, Thursday-Sunday); ABC, Tuesday, and CBS, Wednesday.

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	26.0/45
2.	NFL Mon. Football	ABC	23.1/41
3.	Golden Girls	NBC	23.0/41
4.	Mama's Boy Special	NBC	20.6/38
5.	Family Ties	NBC	20.5/33
6	Miss America Pageant	NBC	20.4/42
7.	60 Minutes	CBS	20.3/35
7	Bob Hope Special	NBC	20.3/34
9	Growing Pains	ABC	20.1/32
10.	My Two Dads	NBC	19.5/30
11.	Sunday Night Movie	NBC	19.3/36
12.	Murder, She Wrote	CBS	18.7/29
13.	Night Court	NBC	18.5/31
14.	Moonlighting	ABC	17.8/38
14.	Who's the Boss?	ABC	17.8/30
16.	St. Elsewhere	NBC	17.0/30
17.	Highway To Heaven	NBC	16.6/28
18.	Growing Pains Sepecial	ABC	16.5/31
19.	Newhart	CBS	16.3/25
20.	227	NBC	16.2/31
21.	Wiseguy Special	CBS	15.8/27
22.	Kate & Allie	CBS	15.6/25
22.	Designing Women	CBS	15.6/24
24.	L.A. Law	NBC	15.5/29
25.	A Year in the Life	NBC	15.3/26
26.	Barbara Walters Special	ABC	15.0/26
27.	Frank's Place Special	CBS	14.9/25
28.	ALF	NBC	14.7/25
29.	Valerie	NBC	14.2/22
29.	Our House	NBC	14.2/25
31.	Oldest Rookie	CBS	14.1/24
32.	20/20	ABC	13.7/27
33.	Thursday Night Movie Special	ABC	13.3/23
34.	Monday Night Movie	NBC	13.1/21
35.	Facts of Life	NBC	12.6/25
36.	Sunday Night Movie	ABC	11.9/20
37.	Friday Special Movie	CBS	11.4/22
37.	Private Eye	NBC	11.4/22
37.	Rags To Riches	NBC	11.4/21
40.	Tuesday Movie	CBS	11.1/19
41.	Cagney & Lacey	CBS	10.8/18
41.	Houston Knights	CBS	10.8/18
43.	Sunday Movie	CBS	10.5/18
43.	Matlock	NBC	10.5/17
45.	Movie of the Week	NBC	10.2/17
46.	Charmings	ABC	9.7/16
47.	NFL Monday Night Football	ABC	9.6/16
48.	Satuday Special Movie	CBS	8.6/16
49.	Blessings of Liberty	ABC	8.2/14
50.	Sledge Hammer	ABC	8.1/14
51.	Max Headroom	ABC	7.7/14
52.	Constitutional Gala	CBS	7.6/13
53.	Head of the Class Special	ABC	7.2/12
54.	Disney Sunday Movie	ABC	6.7/12
54.	Spenser: For Hire Special	ABC	6.7/11
56.	Charlie Brown Adventure	CBS	6.6/13
57.	Muppets 30th Anniversary	CBS	6.4/11
58.	Summer Playhouse	CBS	5.4/10
59.	Once A Hero	ABC	5.1/10
60.	Saturday Night Movie	ABC	4.8/9

*indicates pramiere episode

headed by Joe Dorton, chairman. Filed Sept. 8.

■ WCCU(TV) Urbana, Ill (ch. 27; ERP vis. 2,188 kw; HAAT: 854 ft.)—Seeks assignment of license from Urbana Channel 27 Inc. to Springfield Independent TV Co. for $1,169,100 plus assumption of liabilities up to $1,851,432. Seller is owned by Gerald Fitzgerald, who also owns KCOR(TV) Cedar Rapids, Iowa. Buyer is subsidiary of Bahakel Communications, Charlotte, N.C.-based group of six AM's, seven FM's and seven TV's owned by Cy N. Bahakel. Filed Sept. 11.

■ WJYL(FM) Jeffersontown, Ky. (101.7 mhz; 3 kw; HAAT: 400 ft.)—Seeks assignment of license from Inter Urban Broadcasting Of Louisville Inc. to Louisville Radio L.P. for $1.7 million. Seller is New Orleans-based group of three AM's and three FM's owned by Thomas P. Lewis and James J. Hutchinson. Buyer, newly organized, is owned by Thomas J. Buono, president of Broadcast Investment Analysts, Washington-based communications consultant; Richard Zitelman, owner of Zitelman Group, Chevy Chase, Md.-based financial consultant, and Michael Hesser, owner of SB Management, Redwood City, Calif.-based communications management firm. Filed Sept. 4.

■ New AM, Gretna, La. (750 khz; 250 w-D)—Seeks assignment of license from Marguerite Kingsmill and Barbara Behar to Alabama Broadcasters for $1,500. Seller has no other broadcast interests. Buyer is owned by Carl J. Auel, who has interest in KEWQ(AM) Paradise and KKMC(AM) Gonzales, both California; WCHP(AM) Champlain, N.Y., and WLVJ(AM) Royal Palm Beach and WGOR(AM) Christmas, both Florida. Filed Sept. 10.

■ WKNR(AM) Battle Creek, Mich. (1400 khz; 1 kw-U)—Seeks assignment of license from WKNR Broadcasting Corp. to Triad Communications Co. for $300,000. Seller is headed by siblings Jane, Jannelle and Jeffrey Hicks. It has no other broadcast interests. Buyer is principally owned by C. Wayne Wright and family. It also owns WALM(AM) Albion and WELL-FM Marshall, both Michigan. Filed Sept. 14.

■ WGRY(AM) Grayling, Mich. (1590 khz; 1 kw-D)—Seeks assignment of license from Alpine Broadcasting Co. to Lakes Advertising Inc. for $110,000. Seller is owned by John DeGroot, who also owns WKPK(FM) Gaylord and WMLQ(FM) Rogers City, both Michigan. Buyer is owned by Thomas N. McNamara and Gary Mack. Filed Sept. 14.

■ KORX-FM Greenfield, Mo. (93.5 mhz; 2.35 kw; HAAT: 330 ft.)—Seeks assignment of license from Johnie F. Jones, receiver to KXBR Inc. for $250,000. Seller is receiver for Coppertone Communications, owned by Christopher J. Devine, who also owns WBYR(FM) Wethersfield, N.Y.; KBER(FM) Spanish Fork, Utah, and KKBR(AM) Los Alamos, N.M. Filed Sept. 15.

■ KHFM(FM) Albuquerque, N.M. (96.3 mhz; 15 kw; HAAT: 4,110 ft.)—Seeks assignment of license from Che Broadcasting to New Mexico Classical Radio Inc. for $850,000. Seller is owned by J.D. Hopperton and William Weinrod. It has no other broadcast interests. Buyer is principally owned by F. Michael Langer, station's manager and Roxanne Allen, station's sales manager. It has no other broadcast interests. Filed Sept. 15.

■ WIQT(AM) Horseheads, N.Y. (1000 khz; 5 kw-D)—Seeks assignment of license from Chemung County Radio, Inc. to Paul and Nancy Schumacher for $175,000. Seller is group of eight partners headed by station's general manager, Ron Ferro. It has no other broadcast interests. Seller has been awarded new frequency on 820 khz and will retain present call letters, expected to go on air full time at end of October. Buyer has no other broadcast interests. Filed Sept. 8.

■ WKAL-AM-FM Rome, N.Y. (AM: 1450 khz; 1 kw-U; FM: 95.9 mhz; 3 kw; HAAT: 105 ft.)—Seeks assignment of license from WENY Inc. to Target Communications of Utica/Rome Inc. for $650,000. Seller is owned by Donald M. Simmons, who also own WOND(AM) Pleasantville, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and WENY-AM-TV and WLEZ-FM Elmira, N.Y. Buyer is subsidiary of Target Communications, Augusta, Ga.-based group of five AM's and nine FM's, principally owned by Donald J. Alt. Filed Sept. 9.

■ KJDY(AM) John Day, Ore. (1400 khz; 1 kw-U)—Seeks assignment of license from Pendelton Broadcasting Co. to Blue Mountain Broadcasting Co. for $150,000. Seller is owned by Ted Smith, who also owns KUMA-AM-FM Pendleton, Ore. Buyer is owned by Phillip Gray and his wife, Judy. Phillip Gray is stations general manager. Filed Sept. 11.

■ WNQQ-FM Blairsville, Pa. (106.3 mhz; 2.4 kw; HAAT: 363 ft.)—Seeks assignment of license from WNQQ Inc. to Pennsylvania Broadcast Affiliates Inc. for $540,000. Seller is owned by Ray Gusky, no other broadcast interests. Buyer is principally owned by Arnold Rapoport and Bruce Loch. Rapoport is attorney and Loch is CPA, both from Allentown, Pa. Filed Sept. 11.

■ WIP(AM) Philadelphia (610 khz; 5 kw-U)—Seeks assignment of license from Metropolitan Broadcasting Corp. of Philadelphia to Spectacor Broadcasting L.P. for $6 million. Seller is New York-based group of three AM's and six FM's headed by Carl Brazell. Buyer is new group principally owned by Ragan Henry, Tom Brookshier, Jay Snider, Edward Snider, Art Camiolo and Jay Snider. Filed Sept. 9.

■ WPHL-TV Philadelphia (ch. 17; ERP vis. 2,340 kw, 300 kw; HAAT: 1,313 ft.)—Seeks assignment of license from Providence Journal Broadcasting Corp. to Dudley Taft Communications Inc. for $71,978,400. Seller is Providence, R.I.-based publisher of Providence Journal-Bulletin, operator of 14 cable systems in five states and owner of KMSB-TV Nogales, Ariz., and KGSW(TV) Albuquerque, N.M. It is headed by Steve Hamblett, president and CEO, following death of chairman, Michael Metcalf (see "Fates and Fortunes," page 94). Buyer is principally owned by Dudley Taft, former vice-chairman of Taft Broadcasting. It also owns WGHP(TV) Greensboro, N.C. Filed Sept. 10.

■ WTAT-TV Charleston, S.C. (ch. 24; ERP: 5000 kw vis., 497.5 kw; HAAT: 1,630 ft.)—Seeks assignment of license from Charleston Community TV Ltd. to Act III Broadcasting of Charleston for $4,821,000. Seller is principally owned by general partner, Terry Trousdale. It has no other broadcast interests. Buyer is principally owned by producer Norman Lear. It also owns WNRW(TV) Winston-Salem, N.C. It will restructure ownership to gain majority control but will retain station's limited partners. Filed Sept. 4.

■ KZOM-FM Stamford, Tex. (92.1 mhz; 3 kw; HAAT: 328 ft.)—Seeks assignment of license from Jon Bruce Thoen to Rev. William S. Cutter for $3,900. Seller and buyer have no other broadcast interests. Filed Sept. 14.

■ WCPT(AM) Alexandria and WCXR(FM) Woodbridge, both Virginia (AM: 730 khz; 5 kw-D; FM: 105.9 mhz; 50 kw; HAAT: 410 ft.)—Seeks assignment of license from Metcom Virginia Associates to Legacy of Washington Inc. for $22,750,000. Seller is subsidiary of Metroplex Communications, Cleveland-based group of four AM's and six FM's owned by Norman Wain and Robert C. Weiss. Buyer is Los Angeles-based group of two AM's and five FM's owned by Carl Hirsch and Robert F.X. Sillerman. Filed Sept. 9.

■ WHAW(AM)-WSSN(FM) Weston, W.Va. (AM: 980 khz; 1 kw-D; FM: 102.3 mhz; 940 w; HAAT: 490 ft.)—Seeks assignment of license from Central West Virginia Service Corp to Stonewall Broadcasting Corp. for $363,500. Seller is owned by Ruth Brown, who has no other broadcast interests. Buyer is owned by Bruce Beam, general manager of WPQZ(AM)-WKKW(FM) Clarksburg, W.Va. Filed Sept. 11.

■ WFON(FM) Fond Du Lac, Wis. (107.1 mhz; 3 kw; HAAT: 312 ft.)—Seeks assignment of license from Costas Enterprises, Inc. to Independence Broadcasting of Wisconsin Corp. for $3.3 million. Seller is owned by Don Rabbit, who has no other broadcast interests. Buyer is principally owned by John Goodwill and Peter Sulick. It also owns KSAL(AM)-KYEZ(FM) Salina, Kan., and KOEL-AM-FM Oelwine, Iowa. Filed Sept. 14.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses

New Stations

Applications

FM's

■ Paradise Valley, Ariz.—American International Diversified seeks 105.9 mhz; 3 kw; HAAT: 75 m. Address: 4548 West Osborn Rd., Phoenix, 85031. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Arizona FM Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 3600 N. Hayden Rd., #3714., Scottsdale, Ariz. 85251. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Broadcasters seeks 105.9 mhz; 3 kw; HAAT: 2 m. Address: 6543 E. Hummingbird Lane., Paradise Valley, Ariz. 85253. Principal has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Associates L.P. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 3524 East Ashurst., Phoenix 85044. Principal is owned by Timothy E. Cervantes, who has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Scottsdale Talking Machine & Wireless Co, Inc. seeks 105.9 mhz; 1 kw; HAAT: 147 m. Address: 5529 East Sapphire Lane, Paradise Valley 85253. Principal is owned by Katharine S. Klein and Randy B. Hensel, who have no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Paradise Valley Broadcasters L.P. I. seeks 105.9 mhz; 384 w; HAAT: 218 m. Address: 4338 E. Acoma Dr., Phoenix 85032. Principal is owned by Charles J. Brentlinger, who has no other broadcast interests. Filed Sept. 10.

■ Paradise Valley, Ariz.—Camelback Radio Broadcasters L.P. seeks 105.9 mhz; 2.2 kw; HAAT: 116 m. Address: 109 E. Jones St., Savannah, Ga 31401. Principal is owned by Benjamin M. Tucker, who also owns WWDR(FM) Hardeeville, S.C. Filed Sept. 10.

■ Lewes, Del.—Bay Communications, Inc. seeks 105.9 mhz; 1.34 kw; HAAT: 151 m. Address: Box 291 Yarmouth Rd., Freeport, Maine 04032. Principal is owned by Robert J. Cole. It has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—John E. Arsenault Jr. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 4155 Hwy 1, Rehoboth Beach, Del. 19971. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Richard B. Gamberg seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: Rd #1, Box B. 214a, Milton 19968. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Susan Marie Beth Romaine seeks 105.9 mhz; 3 kw; HAAT: 83 m. Address: 5341 King Charles Way, Bethesda, Md. 20814. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.--Vincent T. Ridikas seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 4845 W. Lake Rd., Erie Pa. 16505. Principal has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.--Lewes Communications, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 36 Shipscarpenter Square, Lewes, DE 19958. Principal is owned by Kathryn Mitchell. It has no other broadcast interests. Filed Sept. 10.

■ Lewes, Del.—Paiva Limited seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 43 Inverness Lane, Middletown, Conn. 06457. Principal is owned by Robert P. Paiva Lloyd B. Roach and Larry H. Will. Roach and Will own WCZN(AM) Chester, Pa. Filed Sept. 10.

■ Englewood, Fla.—Cawley Corp. Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: 11 Mootwood Dr., Glens Falls, N.Y. 12801. Principal is owned by Augustine Cawley, who also owns WMJK(AM) Kissimee, Fla. and WWBZ(AM) Vineland, N.J. Filed Sept. 10.

■ Englewood, Fla.—Charles L. & Tony W. Fernandez seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: P.O. Box 2500., Sarasota, Fla. 34230. Principal has no other broadcast interests. Filed Sept. 10.

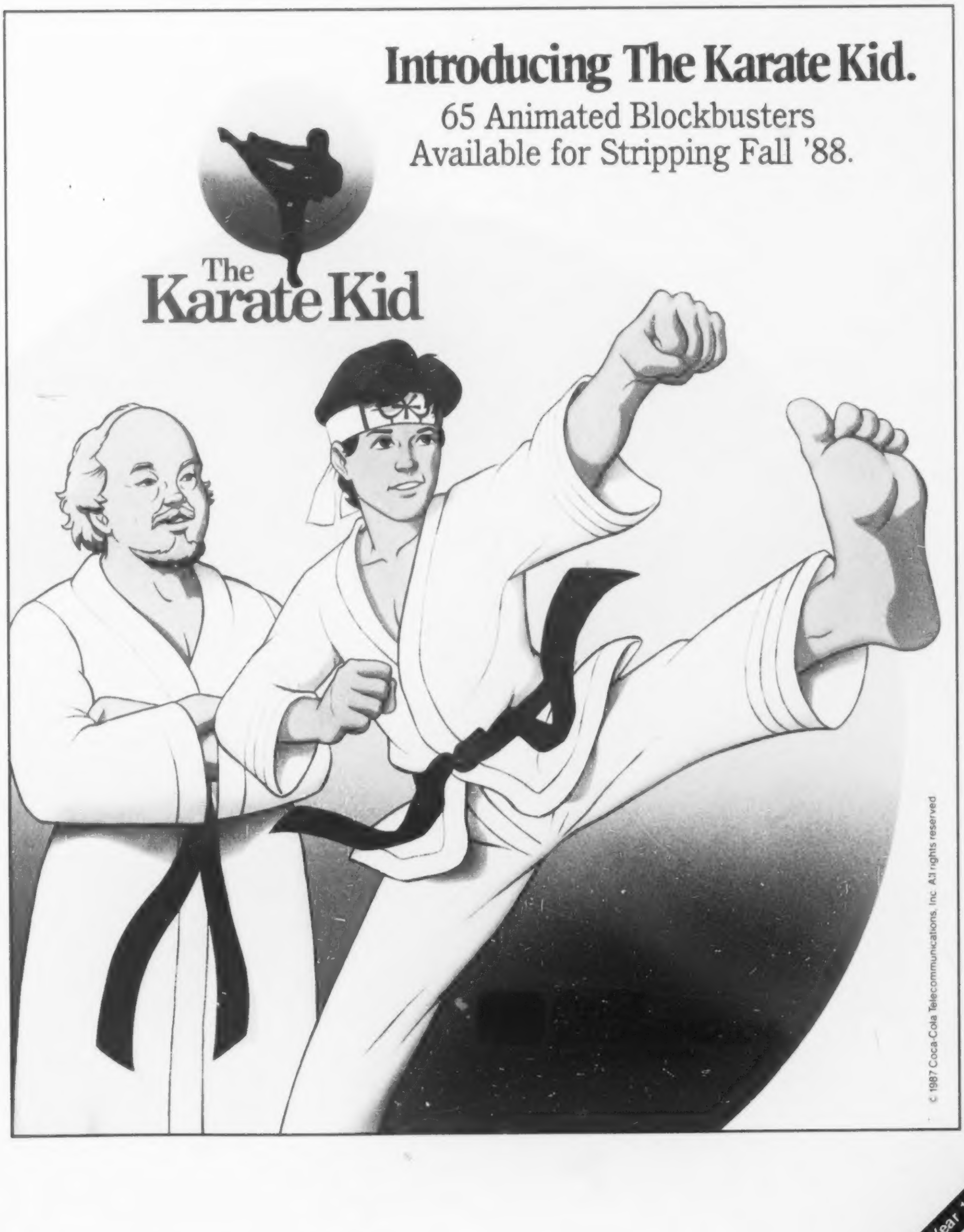
■ Englewood, Fla.—Russell Earl Warren, JR. seeks 105.9 mhz; 3 kw; HAAT: 100 m. Address: PO Box 1207., Englewood, Fla. 34295. Principal has no other broadcast interests.

C1750-1
10/7/87

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 5



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Vol. 113 No. 14

Broadcasting Oct 5

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Outcome of CBS records sale still undecided... page 41.

FCC reversed on children's TV order... page 36.

IRTS NEWSMAKER ☐ Dennis Patrick discusses repeal of fairness doctrine, First Amendment and other issues at IRTS newsmaker luncheon in New York. **PAGE 37.**

ONE-STOP SHOPPING ☐ Netlink USA plans to make cable services available to backyard earth station owners by calling single, toll-free number. **PAGE 38.**

NFL NO SHOWS ☐ Some network advertisers have pulled out of NFL games scheduled by networks last weekend. **PAGE 39.**

MATTER OF EHICS ☐ Government Ethics office says no more free lunches for federal executive branch employes. **PAGE 42.**

REPORT CARD ☐ Syndicators, reps and stations have begun judging new syndicated shows. Some changes may be in store. **PAGE 39.**

CONTINUING EDUCATION ☐ Eight industry executives participating in Post-Newsweek management seminar share their expertise on new media marketplace. **PAGE 60-66.**

MORE THAN MMDS ☐ Participants at Wireless Cable Association conference in Washington discuss ways to improve their business and increase their share of cable services. Former FCC Chairman Mark Fowler and Representative Charles Schumer offer their encouragement. **PAGE 46-52.**

BETTING ON CABLE ☐ Cable executives gather in Atlantic City for annual Atlantic cable show. **PAGE 54.**

BACK TO NEWS ☐ After nine months, CBS's *The Morning Program* is dropped, with time period returning to CBS News. New co-anchor named for revamped version of show. **PAGE 73.**

TIME FOR CHANGE? ☐ Commercial network executive says public broadcasting funding should go toward national programing, but CPB official says public broadcasters should "guard, protect and defend" present system. **PAGE 59.**

VOICE STUDY ☐ Research completed in June 1986 criticizes Voice of America for not knowing its audience well enough. **PAGE 74.**

ALL SHOOK UP ☐ National and local news crews were on air with live coverage within minutes of major Los Angeles earthquake last Thursday. **PAGE 97.**

VIEW FROM THE HILL ☐ As chairman of the Senate Communications Subcommittee, veteran legislator Daniel Inouye of Hawaii intends to keep close watch on the electronic media. **PAGE 95.**

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Oct. 14-17—Seventh annual Prized Pieces International Video and Film Competition, sponsored by ***National Black Programing Consortium.*** Columbus, Ohio. Information: (614) 252-0921.

Oct. 14-18—***American Advertising Federation*** annual Western region conference. Four Seasons hotel, Seattle. Information: (415) 421-6867.

Oct. 15—***Cabletelevision Advertising Bureau*** local advertising sales worskshop. Sheraton Valley Forge, Philadelphia. Information: (212) 751-7770.

Oct. 15—***Broadcap*** seminar for minority entrepreneurs. Sir Francis Drake hotel, San Francisco. Information: (202) 429-5393.

Oct. 15—"Section 315 of the Communications Act: The equal time requirement for the 1988 presidential race," colloquium sponsored by ***Annenberg Washington Program.*** Panelists: Larry Grossman, NBC News president; Charles Ferris and Newton Minow, former FCC chairmen, and Henry Geller, Washington Center for Policy Research. Offices of Annenberg Program, 1455 Pennsylvania Ave., N.W., Washington. Information: (202) 393-7100.

■ **Oct. 15**—***Television Bureau of Advertising's*** third annual Retail Marketing Workshop on co-op, vendor support and market research. Chicago Westin hotel.

■ **Oct. 15**—Communications Excellence to Black Audiences (CEBA) annual awards program sponsored by ***The World Institute of Black Communications.*** New York Hilton. Information: (212) 586-1771.

Oct. 15-16—***Broadcast Financial Management Association*** board of directors meeting. Watergate hotel, Washington.

Oct. 15-17—***American Women in Radio and Television*** Northeast area conference. Marriott hotel, Albany, N.Y.

Oct. 15-18—***American Women in Radio and Television*** south central area conference. Hyatt Regency, Houston. Information: (713) 840-9500.

Oct. 15-19—***MIPCOM,*** international film and program market for TV, video, cable and satellite. Palais des Festivals, Cannes, France. Information: Perard Associates, (212) 967-7600.

Oct. 16—15th annual CSU Broadcast Day, held by ***Colorado State University.*** Theme: "The State of Broadcasting in 1987." Information: Robert MacLauchlin, (303) 491-6140.

Oct. 16—***Radio-Television News Directors Association*** region 12 meeting with ***Society of Professional Journalists.*** Sheraton Center, New York. Information: (212) 887-4138.

Oct. 16—Book signing and reception for textbook, ***Prime Time: Network Television Programing,*** by Richard Blum and Richard Lindheim, hosted by ***Broadcast Education Association*** and sponsored by ***Focal Press.*** National Association of Broadcasters, Washington. Information: (202) 429-5355.

Oct. 16-18—***Minnesota Broadcasters Association*** annual fall convention. Holiday Inn Downtown, Mankato, Minn. Information: Jo Bailey, (507) 345-4646.

Major ■ Meetings

Oct. 6-8—***Atlantic Cable Show.*** Atlantic City Convention Center, Atlantic City, N.J. Information: (609) 848-1000.

Oct. 18-21—***Association of National Advertisers*** 78th annual convention. Hotel del Coronado, Coronado, Calif.

Oct. 31-Nov. 4—***Society of Motion Picture and Television Engineers*** 129th technical conference and equipment exhibit. Los Angeles Convention Center, Los Angeles. Future conferences: Oct. 14-19, 1988, Jacob K. Javits Convention Center, New York, and Oct. 22-27, 1989, Los Angeles Convention Center.

Nov. 11-13—***Television Bureau of Advertising*** 33d annual meeting. Atlanta Marriott.

Dec. 2-4—Western Cable Show, sponsored by ***California Cable Television Association.*** Anaheim Convention Center, Anaheim, Calif.

Jan. 6-10, 1988—***Association of Independent Television Stations*** annual convention. Century Plaza, Los Angeles. Future convention: Jan. 4-8, 1989, Century Plaza, Los Angeles.

Jan. 23-25, 1988—***Radio Advertising Bureau's*** Managing Sales Conference. Hyatt Regency hotel, Atlanta.

Jan. 29-30, 1988—***Society of Motion Picture and Television Engineers*** 22d annual television conference. Opryland hotel, Nashville. Future meeting: Feb. 3-4, 1989, St. Francis hotel, San Francisco.

Jan. 30-Feb. 3, 1988—***National Religious Broadcasters*** 44th annual convention. Sheraton Washington and Omni Shoreham hotels, Washington. Future meetings: Jan. 28-Feb. 1, 1989, and Jan. 27-31, 1990, both Sheraton Washington and Omni Shoreham, Washington.

Feb. 10-12, 1988—19th annual Country Radio Seminar, sponsored by ***Country Radio Broadcasters Association.*** Opryland hotel, Nashville.

Feb. 17-19, 1988—Texas Cable Show, sponsored by ***Texas Cable Television Association.*** Convention Center, San Antonio, Tex.

Feb. 26-28, 1988—***NATPE International*** 25th annual convention. George Brown Convention Center, Houston. Future convention: Houston, Feb. 24-26, 1989.

March 21-23—***Satellite Broadcasting and Communication Association*** trade show. Bally's, Las Vegas. Information: (800) 654-9276.

April 9-12, 1988—***National Association of Broadcasters*** 66th annual convention. Las Vegas Convention Center, Las Vegas. Future conventions: Las Vegas, April 29-May 2, 1989; Atlanta, March 31-April 3, 1990; Las Vegas, April 13-16, 1991; Las Vegas, April 11-14, 1992, and Las Vegas, May 1-4 (tentative), 1993.

April 10-12, 1988—***Cabletelevision Advertising Bureau*** seventh annual conference. Waldorf-Astoria, New York.

April 17-20, 1988—***Broadcast Financial Management Association*** 28th annual meeting. Hyatt Regency, New Orleans. Future meetings: April 9-12, 1989, Loews Anatole, Dallas, and April 18-20, 1990, Hyatt Regency San Francisco.

April 28-May 3, 1988—24th annual ***MIP-TV, Marches des International Programes des Television,*** international television program market. Palais des Festivals, Cannes, France.

April 30-May 3, 1988—***National Cable Television Association*** annual convention. Los Angeles Convention Center.

May 18-21, 1988—***American Association of Advertising Agencies*** 70th annual convention. Greenbrier, White Sulphur Springs, W. Va.

June 8-11, 1988—***American Women in Radio and Television*** 37th annual convention. Westin William Penn, Pittsburgh.

June 8-12, 1988—***Broadcast Promotion and Marketing Executives/Broadcast Designers Association*** 32nd annual seminar. Bonaventure, Los Angeles. Future meeting: June 21-25, 1989, Renaissance Center, Detroit.

Sept. 7-9, 1988—Eastern Cable Show, sponsored by ***Southern Cable Television Association.*** Merchandise Mart, Atlanta.

Sept. 14-17, 1988—Radio '88, sponsored by the ***National Association of Broadcasters.*** Washington. Future meetings: Sept. 13-16, 1989, New Orleans; Sept. 12-15, 1990, Boston, and Sept. 11-14 (tentative), 1991, San Francisco.

Sept. 23-27, 1988—***International Broadcasting Convention.*** Metropole Conference and Exhibition Center, Grand hotel and Brighton Center, Brighton, England.

June 17-23, 1989—16th International Television Symposium. Montreux, Switzerland.

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□
Broadcasting Publications Inc.
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Founded 1931. ***Broadcasting-Telecasting*** * introduced in 1946. ***Television*** * acquired in 1961. ***Cablecasting*** * introduced in 1972 □ * Reg. U.S. Patent Office. □

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ads in certain programing. (Fuchs said advertising was not in HBO's future, but ribbed Biondi, a former HBO executive, by saying that "we will advertise on Showtime/The Movie Channel if they go first.")

Biondi also speculated that there may be a basic cable window for movies that Hollywood has had trouble selling in the broadcast market. Although there is a vast difference of opinion on the subject, Biondi said, "basic could be the answer."

HBO's Fuchs said cable programing has reached the point that, cumulatively, it is the equal of broadcast television. What prevents cable ratings from equaling the networks, Fuchs said, are household coverage and publicity. He also had some words of warning regarding pay per view and those cable operators who are taking an equity interest in programing ventures. PPV enters a field where there is "a highly competitive window" and seems to be driven today by the movie companies, he said. Fuchs also was wary of the technology, warning that operators "shouldn't get seduced by it." He said HBO "has no grand scheme for PPV."

Equity interest in programing services by operators has become "quite trendy," Fuchs said, but as a programer he remains skeptical. "The money has to go up on the screen," he said.

"We've survived the VCR," Fuchs said, and HBO sees greater reliance on original fare by creating franchises in boxing or drama, for example. "Pay's still is in excess of 40% of an operator's revenue," he said, add-

NBC on top after first week of season

It's a whole new ballgame and a new season. The peoplemeter ratings for the first week of the 1987-88 season, from both the Nielsen and AGB services, are listed below, naming NBC as the winner. The prime-time averages, according to Nielsen, put NBC in first place with a 16.4 rating and a 28 share. CBS came in second, according to Nielsen, with a 14.6/25. ABC has narrowed the gap, closing out the week with a 14.3/25.

The AGB averages, according to calculations made by BROADCASTING, based on the AGB household rankings, put NBC on top with a 16.45/28. ABC came in second with a 13.73/23, followed by CBS with a 13.67/23.

Both ratings services generally gave similar rankings to programs, but in a few cases came up with markedly different rankings. *Bill Cosby* took first place on the Nielsen ranking, but came in second to *Different World* on the AGB chart. *Dolly* placed fifth on the Nielsen and fourth on the AGB. *Cheers* held onto third place on both lists, while *Night Court* dropped a bit on AGB, to sixth place, but held fourth place on Nielsen.

NBC's *ALF* ranked 12th on the AGB (18.8/32), but came in 21st on Nielsen (17.9/28). CBS's *Tour of Duty* ranked 60th on AGB and 56th on Nielsen. NBC's *Sunday Movie*, "The Terminator", came in 30th for Nielsen, with a 16.5/27. However, for AGB, the movie placed 41st with a 13.1/22.

For evening wins through the week, according to Nielsen figures compiled by ABC, ABC took Monday through Wednesday, NBC took Thursday and Saturday and CBS took Friday and Sunday.

In the evening news race, according to Nielsen figures, ABC said, CBS came out on top with a 10.5/22 over ABC's 9.6/20 and NBC's 9.5/20.

Nielsen

Rank	Show	Network	Rating/Share
1.	Bill Cosby Show	NBC	31.5/51
2.	A Different World	NBC	31.3/49
3.	Cheers	NBC	28.4/44
4.	Night Court	NBC	24.9/40
5.	Dolly Show	ABC	24.7/38
6.	Who's the Boss?	ABC	23.4/39
7.	Growing Pains	ABC	23.3/36
8.	Golden Girls	NBC	22.3/40
9.	Full House Special	ABC	21.7/34
10.	Hooperman	NBC	21.5/35
11.	Family Ties	NBC	21.0/34
12.	Murder, She Wrote	CBS	20.4/32
13.	I Married Dora Special	ABC	20.3/33
14.	60 Minutes	CBS	20.0/37
15.	Newhart	CBS	19.1/30
16.	Monday Night Football	ABC	18.7/34
17.	Moonlighting	ABC	18.3/32
18.	Slap Maxwell	ABC	18.2/31
19.	My Two Dads	NBC	18.1/28
20.	Unsolved Mysteries Special	NBC	17.9/32
21.	Alf	NBC	17.9/29
22.	Designing Women	CBS	17.6/28
23.	Head of the Class	ABC	17.4/29
24.	227	NBC	17.3/32
25.	Matlock	NBC	17.0/27
26.	Dallas	CBS	16.9/31
27.	Buck James	ABC	16.6/30
28.	Special Movie Presentation	CBS	16.6/31
29.	Dynasty	ABC	16.5/28
30.	NBC Sunday Night Movie	NBC	16.5/27
31.	Cagney & Lacey	CBS	16.4/28
32.	Valerie's Family	NBC	16.3/26
33.	Miami Vice	NBC	16.2/29
34.	J.J. Starbuck Special	NBC	15.8/30
35.	Kate & Allie	CBS	15.6/24
36.	Highway to Heaven	NBC	15.6/27
37.	Perfect Strangers	ABC	15.2/27
38.	Knots Landing	CBS	15.2/27
39.	Facts of Life	NBC	14.8/29
40.	20/20	ABC	14.7/28
41.	Equalizer	CBS	14.4/24
42.	Frank's Place Special	CBS	13.9/23
43.	A Year in the Life	NBC	13.8/23
44	Beauty & the Beast Special	CBS	13.5/26
45.	St. Elsewhere	NBC	13.4/23
46.	NBC Monday Night Movies	NBC	13.4/22
47.	Special Movie Presentation	CBS	13.1/22
48.	Special Movie - Sun.	CBS	12.6/21
49.	Jake and the Fatman Special	CBS	12.5/24
50.	Crime Story	NBC	12.3/21
51.	ABC Thursday Night Movie	ABC	12.2/20
52.	Wiseguy	CBS	12.1/19
53.	MacGyver	ABC	11.9/20
54.	Private Eye	NBC	11.5/22
55.	Rags to Riches	NBC	11.2/21
56.	Tour of Duty	CBS	10.6/17
57.	Disney Sunday Movie	ABC	10.4/19
58.	Oldest Rookie	CBS	10.4/18
59.	Our House	NBC	10.2/19
60.	Spenser: For Hire	ABC	10.1/16
61.	I Married Dora	ABC	10.1/18
62.	Houston Knights	CBS	9.6/16
63.	Full House	ABC	9.3/18
64.	Sledge Hammer	ABC	7.9/13
65.	ABC Sat. Night Movie Special	ABC	7.3/14
66.	Max Headroom	ABC	6.9/13
67.	Charmings	ABC	6.7/11
68.	Once a Hero	ABC	3.7/7

AGB

Rank	Show	Network	Rating/Share
1.	A Different World *	NBC	29.4/49
2.	Bill Cosby Show *	NBC	29.1/49
3.	Cheers *	NBC	25.8/42
4.	Dolly Show *	ABC	25.2/40
5.	Who's the Boss? *	ABC	23.1/40
6.	Night Court	NBC	22.7/37
7.	Full House	ABC	21.8/36
8.	Growing Pains *	ABC	21.4/34
9.	Family Ties	NBC	19.6/32
10.	Golden Girls	NBC	19.5/35
11.	Hooperman *	ABC	19.4/32
12.	Alf *	NBC	18.8/32
13.	My Two Dads	NBC	18.5/29
14.	Murder, She Wrote	CBS	18.0/29
15.	I Married Dora	ABC	17.5/28
16.	Newhart	CBS	17.3/27
17.	60 Minutes	CBS	17.0/32
18.	Designing Women	CBS	17.0/27
19.	Head of the Class *	ABC	16.4/28
20.	Dallas *	CBS	16.3/31
21.	Valerie's Family *	NBC	16.2/26
22.	Slap Maxwell *	ABC	16.2/27
23.	227 *	NBC	16.2/30
24.	Beauty & the Beast *	CBS	16.1/30
25.	Highway to Heaven	NBC	15.9/28
26.	Unsolved Mysteries	NBC	15.9/28
27.	Buck James *	ABC	15.6/28
28.	Special Movie Presentation	CBS	15.4/29
29.	Monday Night Football	ABC	15.2/29
30.	Facts of Life *	NBC	14.6/29
31.	Perfect Strangers *	ABC	14.4/26
32.	J.J. Starbuck Special	NBC	14.2/27
33.	Kate & Allie	CBS	14.2/23
34.	Cagney & Lacey *	CBS	14.2/25
35.	Moonlighting	ABC	14.0/25
36.	Miami Vice *	NBC	13.9/25
37.	Matlock	NBC	13.8/23
38.	Frank's Place	CBS	13.8/24
39.	Knot's Landing *	CBS	13.7/24
40.	Equalizer *	CBS	13.3/23
41.	Sunday Night at the Movies	NBC	13.1/22
42.	Dynasty *	ABC	13.0/24
43.	20/20	ABC	12.8/24
44.	Monday Night at the Movies	NBC	12.3/20
45.	A Year in the Life	NBC	12.3/20
46.	Law and Harry McGraw	CBS	12.0/20
47.	Special Movie Presentation	CBS	11.8/20
48.	St. Elsewhere	NBC	11.8/21
49.	Rags to Riches	NBC	11.2/22
50.	Our House	NBC	11.1/21
51.	ABC Thursday Night Movie	ABC	11.0/19
52.	MacGyver *	ABC	11.0/19
53.	Wiseguy	CBS	10.8/18
54.	Oldest Rookie	CBS	10.5/18
55.	Disney Sunday Movie *	ABC	10.2/19
56.	Jake and the Fatman *	CBS	10.1/20
57.	I Married Dora *	ABC	9.9/19
58.	Crime Story *	NBC	9.9/18
59.	Full House *	ABC	9.5/19
60.	Tour of Duty *	CBS	9.4/16
61.	Private Eye	NBC	9.0/17
62.	Spenser: For Hire *	ABC	8.9/14
63.	Houston Knights	CBS	8.8/15
64.	ABC Saturday Night Movie	ABC	8.5/16
65.	Sledge Hammer!	ABC	8.2/14
66.	Charmings	ABC	8.0/13
67.	Max Headroom	ABC	7.0/13
68.	Once a Hero	ABC	5.0/10

*indicates premiere episode.

seeks 105.9 mhz; 1.85 kw; HAAT: 128 ft. Address: Box 361, Radio Park, Philipsburg, Pa. 16866. Principal is owned by C. Dean Sharpless and Sheldon Sharpless, who also own WPHB(AM) Philipsburg, Pa. Filed Sept. 17.

- Salladasburg, Pa.—Salladasburg Broadcasting Co. seeks 95.5 mhz; 3 kw; HAAT: 73 ft. Address: Third and Oak Streets, Mt. Carmel, Pa. 17851. Principal is owned by David Donlin, William Levin, Fred Boote, Robert Lipkin, Michael Lipkin and Mary Ann Donlin, who also own WMIM(AM) Mt. Carmel, Pa., and WSPI(FM) Shamokin, Pa. Filed Sept. 16.

- State College, Pa.—Board of Trustees of the Pennsylvania State University seek 94.5 mhz; 0.81 kw; HAAT: 192 ft. Address: Old Main University Park, Pa. 16802. Principal is an educational institution with no other broadcast interests. Filed Sept 16.

- State College, Pa.—American Indian Broadcast Group seeks 94.5 mhz; 1.2 kw; HAAT: 171 ft. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack has interest in WSVT(AM) Smyrna, Tenn. Filed Sept. 16.

- State College, Pa.—Destiny Communications, Inc. seeks 94.5 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 9695, Panama City Beach, Fla. 32407. Principal is owned by Timothy Durkin, who has no other broadcast interests. Filed Sept. 15.

- State College, Pa.—Advanced Broadcast Technologies, Inc. seeks 94.5 mhz; .813 kw; HAAT: 192 ft. Address 2705 Bellevue Ave. Augusta, Ga. 30909. Principal is owned by Lynn Deppen, who has no other broadcast interests. Filed Sept. 15.

- Williamsport, Pa.—Bald Eagle Broadcast Associates seeks 107.9 mhz; .18 kw; HAAT: 394 ft. Address: P.O. Box 1111; 17701. Principal is owned by N. Clifford Smith Jr., Faith Smith and Charles Sakowski, who have no other broadcast interests. Filed Sept. 15.

- Mayaguez, P.R.—The University of Puerto Rico, Mayaguez Campus seeks 88.3 mhz; 1.78 kw; HAAT: 297 ft. Address: UPR Mayaguez Campus, Mayaguez, P.R. 00709. Principal is educational institution with no other broadcast interests. Filed Sept. 18.

- Loris, S.C.—Loris Radio Partnership seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 1614 E. Highway 9, Route 1, Longs, S.C. 29568. Loris Radio is principally owned by J.D. Cox, who has no other broadcast interests. Filed Sept. 18.

- Loris, S.C.—Drake Davis Heniford seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 3817 Main St., Loris, S.C. 29569. Principal has no other broadcast interests. Filed Sept. 18.

- Loris, S.C.—Robert Lee Rabon seeks 105.9 mhz; 3 kw; HAAT: 100 ft. P.O. Box 437, Conway, S.C. 29526. Principal has no other broadcast interests. Filed Sept. 18.

- Loris, S.C.—Edward Suggs, Rebecca Suggs and Michael Suggs seek 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 4932 Circle Dr.; 29569. Principal has no other broadcast interest. Filed Sept. 15.

- St. Stephen, S.C.—George Wells seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: P.O. Box 1103, St. Stephen, S.C. 29479. Principal has no other broadcast interests. Filed Sept. 18.

- Harlingen, Texas—Valley Grande Radio Education Foundation, Inc. seeks 88.9 mhz; 3 kw; HAAT: 100 ft. Address: 501 E. Fillmore; 78596. Principal is a nonprofit corporation headed by Donald Vargas. Filed Sept. 14.

- San Angelo, Texas—American Indian Broadcast Group seeks 101.9 mhz; 100 kw; HAAT: 299 ft. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is owned by Jack Bursack, Lynwood Eaton and Fritz Niggeler. Bursack has interest in WSVT(AM) Smyrna, Tenn. Filed Sept. 21.

- Stanton, Texas—Southwest Ed. Media Foundation of Texas, Inc. seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 2100 Hwy. 360, Ste. 1204, Grand Prairie, Texas 75050. Principal is nonprofit corporation headed by T. Kent Atkins. Filed Sept. 18.

- Lynchburg, Va.—Friendship Broadcasting Corp. seeks 105.9 mhz; 3 kw; HAAT 100 ft. Address: P.O. Box 2298, Lynchburg, Vir. 24501. Principal is owned by Marilyn Johnson and Robert Goins, who have no other broadcast interests. Filed Sept 18.

- Lynchburg, Va.—West Lynchburg Radio Associates seeks 105.9 mhz; .8 kw; HAAT: 179 ft. Address: 35 Foxwood Dr., Goode, Va. 24556. Principal is owned by Thomas Fisher, Alfred Coleman, Gary Case, Wayne Enewcomb, Warren Crist, Frank Crist, James Walker and Robert Creasy, who have no other broadcast interests. Filed Sept 18.

- Lynchburg, Va.—Central Virginia Broadcasters seeks 105.9 mhz; 3 kw; HAAT: 100 ft. Address: 20 Midland Ave., Lynchburg, Vir. 24501. Principal is owned by Carla Heider and Ronald Heider, who have no other broadcast interests. Filed Sept. 18.

- Lynchburg, Va.—Lynchburg Radio Broadcasting seeks 105.9 mhz; 3 kw-H; HAAT: 96 ft. Address: 101 S. Jefferson St. Ste. 400, Roanoke, Va. 24011. Principal is owned by David Larsen, James Dillon, Richard Milan, John Varner, J.W. Langhammer, John Whittle and James Phillips, who have no other broadcast interests. Filed Sept 18.

- Lynchburg, Va.—Roanoke Valley Cellular Tel. Co. seeks 105.9 mhz; 3 kw-H; HAAT: 96 ft. Address: 9 West Kirk Ave. Roanoke, Va. 24011. Principal is owned by Billy Parrott, who has no other broadcast interests. Filed Sept 18.

- Lynchburg, Va.—Lynchburg Radio L.P. seeks 105.9 mhz; .7983 kw; HAAT: 195 ft. Address: 1920 Rivermont Ave., Lynchburg, Va. 24502. Principal is owned by Amy Smith-Modrick and Lynchburg Radio Svcs., who have no other broadcast interests. Filed Sept 18.

- Cashmere, Wash.—Cashmere Valley Broadcasting Partnership seeks 101.1 mhz; 3 kw; HAAT: minus 218 ft. Address: 918 S. 40th Ave, #44, Yakima, Wash. 98908. Principal is owned by Robin Calhoun, Robert Wikstrom, Jerry King and Bernie Treat. Calhoun and Treat have interest in Naches Valley Broadcasting Partnership, permittee of KRKN(FM) Naches, Wash. Filed Sept. 8.

- Cashmere, Wash.—Cashmere Valley Broadcasters seeks 101.1 mhz; 3 kw; HAAT: minus 98 ft. Address: P.O. Box N; 98815. Principal is owned by Donna Cassidy, Mike Cassidy and James Corcoran. Corcoran is owner of Sans, Inc., licensee of KWWW(AM), Wenatchee, Wash. and KWWW-FM, Quincy, Wash. Filed Sept. 4.

- Cashmere, Wash.—Upper Valley Broadcasting Corp. seeks 101.1 mhz; 3 kw; HAAT: 52 ft. Address: P.O. Box 523, Leavenworth, Wash. 98826. Principal is owned by Alfred Reinder, Paul Salzman and Shirley Coleman, who have no other broadcast interests. Filed Sept. 8.

- Rock Island, Wash.—Fine Arts Broadcasting seeks 99.5 mhz; 3 kw; HAAT: minus 46 ft. Address: 23926 57th Ave, SW, Woodinville, Wash. 98072. Principal is owned by Herbert Smith, who has no other broadcast interests. Filed Sept. 8.

- Spooner, Wis.—Spooner Broadcasting, Inc. seeks 106.30 mhz; 3 kw; HAAT: 100 ft. Address: Route 2, Box 2159; 54801. Principal is owned by N. Hans Rechsteiner, William Holden, Douglas Lassek and Steven Dickoff. Dickoff has interest in WEAQ(AM)-WIAL(FM) Eau Claire, Wis. Filed Sept. 8.

- Spooner, Wis.—Su Jacobs-Clauyssen seeks 106.30 mhz; 3 kw; HAAT: 100 ft. Address: 863 S. 11th Street, Onalaska, Wis. 54650. Principal has no other broadcast interests. Filed Sept. 8.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Actions

FM's

- Ithaca, N.Y.—Granted app. of WSKG Public Telecommunications Council for 90.9 mhz; 5 kw; HAAT: 99 ft. Address: 1168 Conklin Road, Conklin, N.Y. 13748. Principal is headed by William Atkin. Action Sept. 17.

- Niles, Ohio—Dismissed app. of D.J.R. Corp., Inc for 106.10 mhz; 3 kw; HAAT: 328 ft. Address: 3172 Clearwater, Warren, Ohio 44485. Principal is owned by David Grubbs, Judy Miller, Ron Brown, Jackie Pleasent and Cindy Thomas who have no other broadcast interests. Action Sept. 17.

- Niles, Ohio—Granted app. of WNIO Broadcasting, Inc. for 106.10 mhz; 3 kw; HAAT: 328 ft. Address: 5380 W. Webb Road, Austintown, Ohio 44515. Principal is owned by Robert Doane, Dominic Baragona and Gary Zocolo who also own WNIO(AM) Niles, Ohio. Action Sept. 17.

- Niles, Ohio—Dismissed app. of Geri Taczak for 106.10mhz; 3 kw; HAAT: 328 ft. Address: 7226 Warren Addrress: 7226 Warren Sharon Road, Brookfield, Ohio. Principal also owns WOKG(AM) Warren, Ohio. Action Sept. 17.

- Orangeburg, S.C.—Granted app. of EDISTO Communications for 102.9 mhz; 3 kw; HAAT: 328 ft. Action Sept. 22.

- Orangeburg, S.C.—Returned app. of Orangeburg Spirited FM Radio Partnership for 102.90 mhz; 3 kw; HAAT: 284 ft. Action Sept. 22.

TV

- Tupelo, Miss.—Returned app. of Airwave Media, Ltd. for ch. 35; ERP vis. 22 kw; aur. 2 kw; HAAT: 315 ft. Action Sept. 17.

Facilities Changes

Applications

AM's

- WHRC (1080 khz) Edwardsville, Ill.—Seeks mod. of CP to make changes in ant. sys. and change hours of operation to unlimited by adding night with .337 kw. Filed Sept. 18.

- WFAH (1310 khz) Alliance, Ohio—Seeks CP to make changes in ant. sys. and change hours of operation to unlimited by adding night service with 500 w. Filed Sept. 21.

- KRPM (770 khz) Seattle—Seeks mod. of CP to change TL and make changes in ant. sys. Filed July 14.

FM's

- WTVY (95.5 mhz) Dothan, Ala.—Seeks CP to change TL; change HAAT to 237 m. and change ERP to 20.5 kw. Filed Sept. 4.

WVUV (101.1 mhz) Leone, Ark.—Seeks mod. of CP to change ERP to .612 kw and change HAAT to 414 m. Filed Sept. 17.

- KMMG (94.5 mhz) Brawley, Calif.—Seeks mod. of CP to change TL; change ERP to 50 kw and change HAAT to 61 m. Filed Sept. 16.

- WMLO (104.9 mhz) Havana, Fla.—Seeks CP to change TL; change ERP to 1.25 kw and to change HAAT to 150 m. Filed Sept. 18.

- WJIR (90.9 mhz) Key West, Fla.—Seeks mod. of CP to change TL and change HAAT to 36.6 m. Filed Sept. 15.

- WINQ (97.7 mhz) Winchendon, Mass.—Seeks CP to change ERP to 1.75 kw. Filed Sept. 18.

- KTIJ (98.5 mhz) Elk City, Okla.—Seeks mod. of CP to change TL and change HAAT to 331.5 m. Filed Sept. 11.

- WSSZ (107.1 mhz) Greensburg, Pa.—Seeks CP to change TL. Filed Sept. 8.

- WKQB (107.5 mhz) Saint George, S.C.—Seeks mod. of CP to correct geographic coordinates and to change HAAT to 300 m. Filed Sept. 14.

- KZRK (94.5 mhz) Gainesville, Tex.—Seeks CP to change TL and change HAAT to 590 m. Filed Sept. 4.

- KLSY (92.5 mhz) Bellevue, Wash.—Seeks CP to change TL; change HAAT to 714 m and change ERP to 57 kw. Filed Sept. 9.

TV's

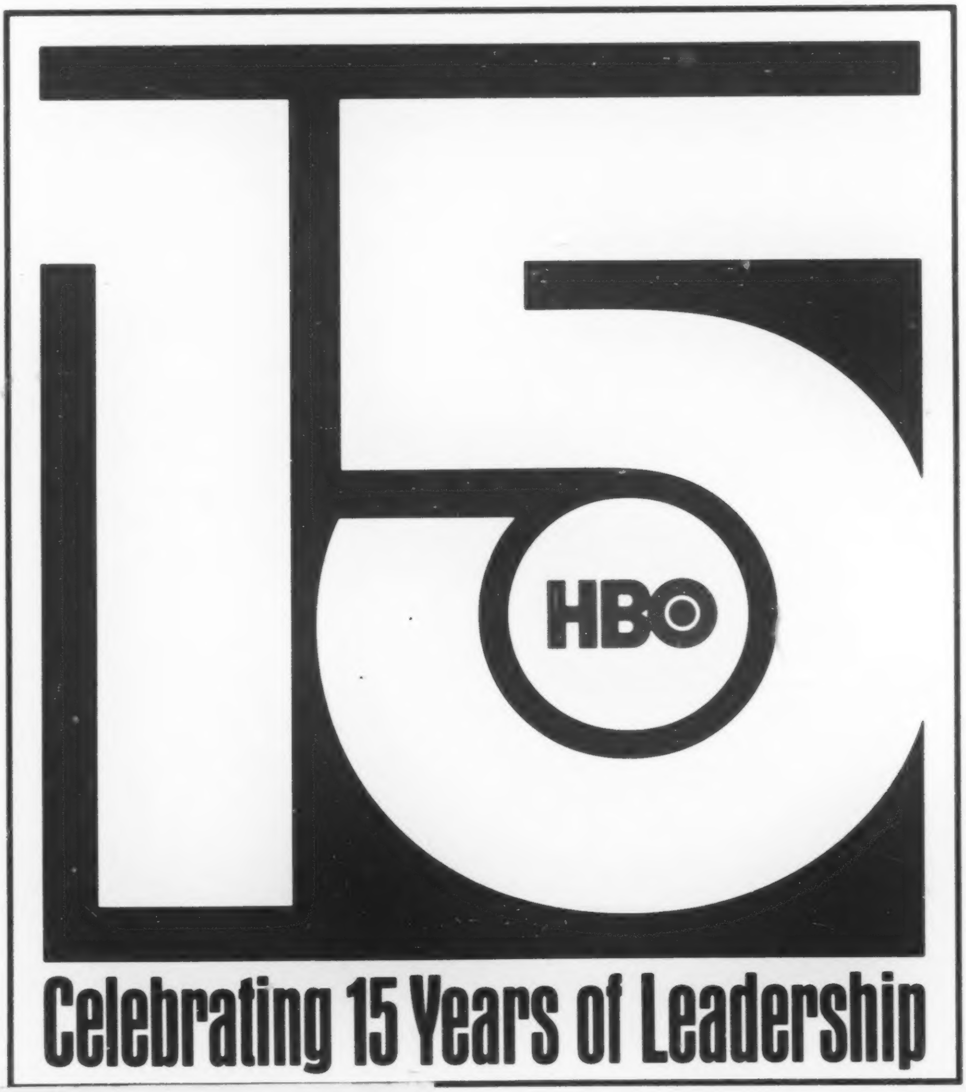
- KICU (ch. 36) San Jose, Calif.—Seeks CP to change TL; change ERP vis. to 4.098 kw; change HAAT to 686 m. Filed Sept. 21.

The Fifth Estate

RADIO TELEVISION CABLE SAT

Broadcasting Oct 12

C1750-1
10/13/87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57th Year 1987

WORLD OF TV PROGRAMING

Vol. 113 No. 15

Broadcasting Oct 12

Congress signs up for HDTV... page 35.

Summer Arbitron book shows new radio leaders... page 37.

Getting rid of Florida ad tax proves to be difficult... page 38.

FCC'S LOSS... □ FCC commissioner since 1981, Mimi Weyforth Dawson moves up to deputy secretary of transportation. **PAGE 31.**

NFL HIGHLIGHTS □ Three broadcast networks prepare for second week of replacement football games, despite decline of ratings and advertising revenue. **PAGE 36.** On another front, Hill worries about move of some NFL games from broadcast TV to cable. Justice Department study may be next. **PAGE 87.**

TURNER'S NEW TACK: TNT □ Ted Turner reveals details about Turner Network Television, his planned basic cable network, at Atlantic Cable show. Convention coverage begins on **PAGE 31.**

PROGRAMING PANOPLY □ With increased alternative media choices have come changing viewing habits, shifting advertising dollars and search for greater originality in programing. Overview of TV's world of programing begins on **PAGE 40.**

KEEPING THE FAITH □ TV preachers testifying on Hill arrive with common objective: to repair damage done to religious broadcasting's reputation by Bakkers. **PAGE 73.**

URBAN OPPORTUNITIES □ Although there are difficulties associated with wiring big cities, according to participants of first NCTA-NAMC seminar, there is also wide range of opportunities in cable's future. **PAGE 74.**

WHAT WE HAVE HERE... □ Study shows that size of national audience for presidential appearances on broadcast television networks has declined since Nixon. **PAGE 76.**

SIMON BOLIVAR LAUNCH □ PanAmSat gets FCC permission to launch its satellite providing link between U.S. and Peru. **PAGE 78.**

FIRST MONDAY IN OCTOBER □ Start of Supreme Court's 1987-88 term brings good news for investigative journalists, as high court rejects former Mobil president's petition for review of libel suit against *The Washington Post*. **PAGE 79.**

NORTH OF THE BORDER □ U.S.-Canadian free trade agreement lacks parts American broadcasters had wanted. There are still unanswered questions. **PAGE 80.**

NEW DEALS □ Big cable agreements are announced, including Times Mirror-TCI exchange of cable systems and Star's purchase of North American Communications. **PAGE 84.**

BROADCAST SALES VETERAN □ Torbet Radio's Tony Fasolino has not only survived but has thrived in the world of megareps. **PAGE 119.**

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Open Mike

Stereo fan

EDITOR: With reference to your Sept. 7 article, "Keeping the (Kahn) faith," it is terribly hard to believe that many of America's finest broadcasters continue to broadcast in an AM stereo mode that can be received only by those of us in the industry who own long-discontinued, mostly Sony multimode portable and auto receivers. First, to shatter the myths about 85% maximum modulation, our station, with 1 kw days and 320 w nights, is aggressively processed with two stages of multiband limiting and clipping plus the transmitter "enhancer" clipper, and we're doing 99% negative and 124% positive at all times with no loss of receiver stereo decoding or audible increase in distortion. We sound like FM.

The technical comparisons, however, are wholly irrelevant when one considers the over 10 million C-Quam-only auto receivers in the hands of those consumers to whom we are targeting our product. Essentially no radio users can hear the separation and fidelity of Kahn AM stations; in fact, here in New Haven-Meriden Conn., market number 78, WNNR is the *only* local station receivable in stereo by any radio consumer although there are numerous, well-operated Kahn stations in the state and penetrating from New York City; the listener hears these in mono, and the stereo indicator does not light.

For AM to survive, along with excellence in programing, marketing, sales and promotion, all AM broadcasters must install C-Quam transmission equipment and NRSC-standard low-pass filter and preemphasis (WNNR was first in New England to adopt those standards).

Let's stop the irrelevant technical rhetoric and serve the public with the de facto standard already established. AM stereo sounds great; NRSC makes it sound even better. C-Quam separation is nearly unlimited, and there's no loss of mono or stereo loudness. Broadcasters are the only ones who can make the receiver manufacturers provide high quality reception and get AM's nearer to parity with FM's. *Pete Salant president and general manager, WNNR(AM) Hamden, Conn.*

More commercial concerns

EDITOR: I am writing to express the concern of our organization over the growing commercialization of children's television and to voice our support for Action for Children's Television's petition for the FCC to reimpose limitations on commercials in children's programing.

As the largest organization of early childhood educators in the country, we are very much involved in attempting to insure that educational practices and materials be appropriate to the developmental level of young children's thinking and feeling. Young children are really not able to recognize commercials that are embedded in regular programing and thus may be unduly influenced by such programing. The fact that commercials are not embedded in programing for adults makes it very clear that adults can make this discrimination and will not put up with commercials diguised as stories. Children should not be exposed to sales practices that are inappropriate at all age levels.—*David Elkind, president, National Association for the Education of Young Children, Washington.*

Sounding off on AM

EDITOR: I have a few comments regarding the NRSC AM standard which I have yet to see anywhere else:

We propose to establish a standard, uniform audio processing curve for AM broadcast, to make it more competitive with FM broadcast. We make it voluntary (at one time I asked [the NAB's] Mike Rau if he thought the FCC should ever get directly involved and make it mandatory, he said no) and wonder why the broadcast world hasn't totally converted in the first year. Has anyone stopped to consider how many of the roughly 4,000 FM stations' actual processing curves deviate from the FM 75 microsecond standard by less than 3 db? There are a tremendous number of parametric, graphic, and dynamic multiband "equalizers" out there doing their thing at this very moment on the FM band. So much for the FM standard.

Audio processing for broadcast has in recent years become something akin to seasoning food to taste and I, for one, don't intend to change the flavor of my radio station. My station is a music-oriented AM in a top 50 market and has been number one in 20 of the last 23 Arbitron rating periods (12—plus share, 6 a.m.-12 p.m., Monday-Sunday) operating in the face of the same format class C FM competition. We do use audio band limiting (12.5 khz) and frequency shaping and have transmitted in C-Quam AM stereo for roughly three years (and in Harris stereo before that).

We ran the NRSC standard for 48 hours and took it out. In my opinion, the NRSC curve comes up too late with insufficient effect in the midrange area. It sounds rather dull on narrowband radios and strident on broadband receivers (or equally dull if you push in the 75 microsecond receiver eq).

To win on AM in the strong face of competition, you need a good product with some meat to it, seasoned with the proper technical spices; and you need to make it readily available, with a strong signal, to your entire area whenever your audience may want or need it—that's 24 hour service and coverage. People can't be loyal to a station they can't hear.—*Al Kenyon, chief engineer, WDAF(AM) Kansas City, Mo.*

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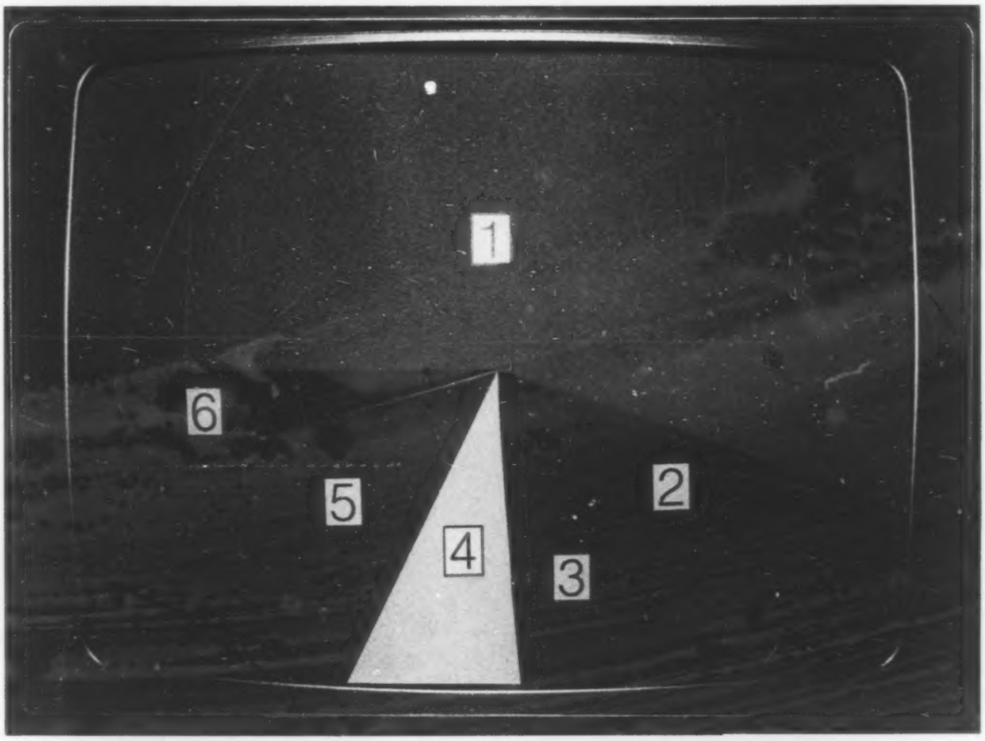
Six pieces of the programing pie. This is a BROADCASTING depiction of how the television screen was divided among six major television media in July 1987, as measured by the Nielsen Television Index: [1] network affiliates 58%, [2] basic cable 12%, [3] superstations 7%, [4] pay TV 7%, [5] independent television 16%, [6] PBS 4%. Percentages total more than 100% because some viewing of superstations—all also independents—is attributed to both categories.



Television's shifting balance of power

Cable's gain is networks' loss as audience finds alternative media choices increasingly attractive. July cost ABC, CBS and NBC another 8%, and there's a danger that those and other lost viewers will never come back. The upshot: keen interest in the new kid on the media block and intensified effort to get conventional programing back on the track. The bottom line for this special report: that programing leadership is up for grabs.

NBC Entertainment President Brandon Tartikoff publicly chided CBS and ABC last summer for essentially playing dead when it came to their summer prime time schedules. He asserted that aggressive, innovative counterprograming is necessary for summer schedules. Absent that approach, he predicted that summer viewers would defect from the networks, and might not return in the fall.

Part of Tartikoff's prediction has already come true; summer network viewing levels dropped to an unprecedented low. A.C. Nielsen data for July showed that network affiliates accounted for only 58% of all viewing, down 8% from the comparable 1986 figure. Nielsen's peoplemeter (NPM) numbers for this past July showed a similar reading—that network affiliates accounted for 57% of all viewing.

In cable homes, the Nielsen data showed that total viewing of network affiliates for July fell below 50%. According to Niel-

Dividing the shares of TV viewing by dayparts

July 1987 compared with (July 1986)

First line contains NTI numbers, second is Nielsen peoplemeter

	Daytime	Early fringe	Prime time	Late fringe
Affiliates	60 (67)	63 (66)	61 (66)	59 (65)
	58 (65)	59 (62)	61 (65)	58 (61)
Independents	16 (15)	16 (18)	15 (15)	16 (18)
	17 (16)	18 (19)	17 (15)	18 (18)
Basic cable	12 (8)	12 (8)	11 (8)	10 (7)
	13 (8)	12 (8)	10 (8)	10 (7)
Pay	5 (4)	4 (3)	7 (6)	9 (8)
	6 (5)	4 (4)	7 (8)	10 (10)
Superstations	6 (7)	7 (8)	7 (7)	6 (6)
	6 (7)	7 (8)	6 (7)	7 (7)
PBS	5 (3)	4 (3)	5 (4)	4 (3)
	4 (3)	3 (3)	5 (4)	4 (3)

sen's now terminated audimeter/diary sample (the old NTI), which was the measurement standard of record in July, network affiliate viewing in cable homes accounted for 46% of all viewing, down 12%.

The NPM count, which went into use in September, brought worse news for network viewing, showing that affiliates accounted for only 45% of total viewing in cable homes. At this point it appears that peoplemeter numbers may prove kinder to cable and independent stations throughout the programing day, at the expense of the three networks.

Moreover, cable penetration reached 50% of all U.S. television households in July, according to Robert Alter, president of the Cabletelevision Advertising Bureau. He also noted that 80% of cable subscribers now have cable systems with 36 channels or more.

"Now that cable is at 50% penetration, every share point that shifts is significant," Alter said, adding that basic and pay cable had a combined 42% share of total television viewing this summer. It will be difficult for the networks to win back the viewers they've lost, he said.

This reality has not been lost on others, such as CBS. That's one reason it created a separate, much-expanded marketing department, headed by David Poltrack, to increase advertiser awareness of the benefits of network television advertising in the face of mounting competition from alternative media. "The major objective is to develop primary demand for the [television] medium," Poltrack said. "The secondary objective," he continued, "is to differentiate network television from all other forms of television."

Poltrack does not argue that the networks continue to lose audience share. To him, the crucial question is one of efficiency. The so-called "alternative" media are not really alternatives but are supplements to network advertising for the national television advertiser, he said. And buying those supplements is more expensive on a cost-per-thousand basis, he added.

Poltrack also maintained that no new competitor has emerged to share control of the national television advertising marketplace with the three broadcast networks. "The question then is whether the audience value received is commensurate with the increased amount of money being spent or if you had the same environment today as you did five years ago, would the efficiency be the same?" said Poltrack.

To Poltrack, that is an open question. There is little debate, however, about the fact that over the past five years, cable and independent television have carved significant niches that have appealed to many advertisers. Moreover, it appears that the networks will find little solace in the peoplemeter numbers, which so far have shown an even greater trend toward viewing of alternative media.

Take prime time (8-11 p.m.) for example. In July, the combined share of network affiliates in prime time dropped 7% to a 61, according to NPM. Viewing of independents was up 13%. Viewing of basic and pay cable combined was flat at about a 23 share.

In early fringe (4:30-7:30 p.m.), an important daypart for independents, the peoplemeter also appears to help those stations. Independents registered an NPM share of 18, 12% better than the old NTI rating for the same period. Network affiliates' share of viewing dropped 6% to a 59, while cable was flat with a 23 share.

In daytime (10 a.m.-4:30 p.m.), the peoplemeter also appears to favor independents at the expense of network affiliates, while cable appears essentially flat. The affiliates as a group had an NPM share of 58%, compared to an NTI share of 60. Independents had an NPM share of 17% compared to an NTI share of 16%. Advertiser-supported cable picked up the other point dropped by the affiliates, registering an 11 NPM share compared to a 10 NTI share. Viewing of pay cable and superstations was down slightly in the daypart, according to NPM.

The early fringe peoplemeter numbers are viewed as a good omen for the independents, according to Susan Rynn, director of research for the Association of Independent Television Stations. "The indies tend to be on a par, if not exceeding any individual network," she said. "We like what we see," she said, and INTV believes that the peoplemeter "is giving people a much clearer picture of what the relationship [among the different media is] and the strength of independents."

Within the cable television universe, on a total-day basis, cable's share of viewing (basic and pay combined) in July was a 43, just two share points below the 45 share registered by network affiliates, according to NPM. In cable homes, viewing of pay and advertiser supported cable almost doubled in July over the same month in 1986, while superstations gained two share points.

With network and cable viewing levels so close within the cable universe, it would seem only a matter of time before cable viewing surpasses network affiliates, at least on a total-day basis. CAB is projecting that cable penetration will reach at least 60% of television households by 1991. "It could go past that," Alter said. "The marketing is much more sophisticated than it was and cable companies are packaging and selling with an aim toward better retention of subscribers." Perhaps as important, he said, is that the cable industry is using much more effective tune-in advertising to promote itself. "The industry used to dare people to find out what was on cable," he said.

Within the cable universe, cable viewing in prime time averaged a 40 share of audience, just 10 share points behind the network affiliate share in July, according to NPM. In daytime, the total cable viewing share comes even closer, with a 41, just six share points behind viewing of network affiliates. In late night, there was only a three share point difference between viewing of cable and network affiliates.

Another viewing alternative that has captured the imagination of the consumer is the videocassette recorder. Nielsen reports that as of July 1987, VCR penetration was almost 51% of the U.S. television household universe. While penetration is relatively high, viewing has lagged behind, and tends to taper off once the novelty of the VCR has worn off. According to Poltrack, VCR usage in prime time accounts for between 2% and 2.5% of total television viewing, although that figure rises to as high as 5% on Saturday nights, the highest VCR usage night of the week.

Among the three networks, the peoplemeter has also affected the standings in a number of dayparts. In the early morning, under the old NTI system, NBC's *Today* led the race by about a full rating point over ABC's *Good Morning America* and by about two rating points over CBS's *The Morning Program.* But NPM has become the great leveler in the morning race, putting *Today* and *GMA* in a dead heat for first place with a 4.2/21 (as of Sept. 27). *The Morning Program* lagged behind with a 2/10.

In daytime, the tables have been reversed for CBS, which had the lead in the household race under the old NTI system. Under the new measurement system, the first week of the new season showed that CBS and ABC switched places, with ABC averaging a 6/23, followed by CBS with a 4.9/20 and NBC with a 4.3/17. However, in daytime, ABC retained the lead in the important demographic of women 18-49.

In the evening news race, the peoplemeter handed back to *CBS Evening News with Dan Rather* the lead the program held for more than five years before *NBC Nightly News with Tom Brokaw* moved into first place late last year. *Rather* fell to third place under the old measurement system this summer. But the peoplemeter has resurrected the program. For the week ending Oct. 4, *Rather* finished first with an 11.2/23, followed by *Brokaw* with a 10.1/21, and *World News Tonight with Peter Jennings* with a 9.6/20.

In prime time, there was a narrowing of the gap between second-place CBS (14.6/25) and third-place ABC (14.3/25), while NBC led with a 16.4/25. That was according to NPM. AGB also put NBC in first place (16.5/28), but measured ABC and CBS tied with a 13.7/23. In week two, NBC increased its lead to last season's levels, according to NPM, with a 17.4/29, while CBS put a little more distance between itself (13.2/22) and ABC (12.8/21). AGB's second week prime time numbers were not available at deadline.

In late night, the pattern has not been affected by the switch to peoplemeters. NBC and *The Tonight Show Starring Johnny Carson* remain in first, while ABC's *Nightline* has a solid grasp on second place and CBS is third with a mix of original and repeat series.

On Saturday mornings, NBC retains the lead with CBS and ABC a close second and third, respectively.

Mix of network shows changes

More series called 'warmedies' and 'dramedies' could appear with move to greater originality in programs

Fox's Tracey Ullman

ABC's Hooperman

CBS's Frank's Place

NBC's L.A. Law

When producer Jay Tarses set out to do a half-hour comedy/drama about a somewhat unstable 35-year-old woman at a crossroads in her life, he suspected NBC would be reluctant to support such a series. Much to his surprise network programing executives did not put up much of a fight—at least not until Tarses returned with the completed pilot of *The Days and Nights of Molly Dodd.*

"NBC wasn't necessarily in favor of a show like *Molly Dodd,*" Tarses said. "It's a strange show and it has dark corners to it. It's not traditional and it doesn't wrap up every week. It was a tough sell."

NBC executives finally yielded, Tarses recalled, after they noticed some moments in *Molly Dodd* "that were just wonderful television." After a limited run in the late spring and early summer, the Academy of Television Arts and Sciences nominated it for two Emmys. The network ordered 13 more episodes for mid-season, but with a request for more comedy.

Tarses had an easier time at ABC, which he said was in greater need of quality programing than NBC and more willing to take chances. ABC has committed to *The Slap Maxwell Story* from Tarses, a program about a somewhat unstable 50-year-old man at a crossroads in his life. The network also ordered *Hooperman*, a show that follows the personal and professional life of a San Francisco police detective, from Steven Bochco and Terry Louise Fisher. CBS jumped on the bandwagon with *Frank's Place*, which centers on a New Orleans restaurant, from Hugh Wilson. And more series known by such names as "warmedies" and "dramedies" could appear later as midseason replacements.

It is an encouraging sign for producers such as Tarses, whose previous attempt at off-beat humor was the critically acclaimed but short-lived series, *Buffalo Bill.* "I just think this might be the start of an insidious trend in television programing," he said.

David Salzman, a member of the office of the president of Lorimar-Telepictures, which produces *Molly Dodd, Max Headroom*, and *Slap Maxwell*, says the move toward more originality in half-hour and hour shows means "you are seeing fundmanetal changes, most of which will be long lasting."

According to Salzman, Lorimar has seven-and-a-half hours of programing on network schedules this fall, plus an additional 25 development deals in place with them. He said the mix of conventional and "leading edge" programs is about 50-50. "Two years ago it would have been 100% conventional," he said.

The changes have been spurred by a number of factors including peoplemeters, increased competition for original programing from newcomers such as Fox Broadcasting Co., pay and basic cable services, and declining network audience shares, Salzman said. He believes the networks are willing to air programs that get 20 to 25 shares. Three years ago, a series had little chance if it fell below a 35 share. "I think it's forcing them to take a bolder, different approach as opposed to a safer and more derivative approach," he said.

Like the three major networks, Fox Broadcasting Co. has discovered that originality works. FBC has relied on concepts that are "about 10 degrees off" what the networks do, said Garth Ancier, senior vice president of programing at Fox. "Where we

Week two goes to NBC

The second week of the prime time season, ended Oct. 4, went to NBC, according to the Nielsen peoplemeter ratings for households. NBC took the week with a 17.4 rating and a 29 share. CBS came in second with a 13.2/22 and ABC closed with a 12.8/21.

The AGB household ratings for week two put NBC on top with a 16.7/29. CBS ran second with a 13.5/23, while ABC had a 12.5/21. (These AGB averages are based on calcuations made by BROADCASTING.)

In the evening news race, CBS took the week with an 11.2/23. NBC came in second with a 10.1/21. ABC had a 9.6/20.

NBC won three days for prime time in week two, Monday, Thursday and Saturday. CBS and ABC both won two nights apiece; CBS took Friday and Sunday. ABC took Tuesday and Wednesday.

Included below are ratings breakouts for the top 10 shows for men and women, aged 18-49. The Nielsen breakouts are based on calculations included in a report from ABC. The AGB breakouts come directly from AGB Television Research.

For men 18-49, ABC's *Moonlighting* ranked first on both AGB and Nielsen. Nielsen men put the same network's *Growing Pains* second, while AGB men placed the ABC show seventh.

Moonlighting came in first among both AGB and Nielsen women, too. Women surveyed by both services put the same programs into the top-five slots for week two (see charts below), but parted company slightly on the ranking of ABC's *Who's the Boss?* and NBC's *Golden Girls*.

Nielsen

Rank	Show	Neiwork	Rating/Share
1.	Bill Cosby Show	NBC	29.8/49
2.	A Different World	NBC	28.2/45
3.	Growing Pains	ABC	26.5/41
4.	Cheers	NBC	26.1/41
5.	Moonlighting	ABC	25.9/40
6.	Golden Girls	NBC	24.4/44
7.	Who's the Boss?	ABC	24.0/39
8.	Tonight Show 25th Anniv.	NBC	238./39
9.	Murder, She Wrote	CBS	22.8/34
10.	Family Ties	NBC	20.9/32
11.	60 Minutes	CBS	20.7/34
12.	ALF	NBC	20.3/32
13.	NBC Monday Night Movies	NBC	20.2/32
14.	Amen	NBC	18.7/34
15.	Valerie's Family	NBC	18.6/28
16.	My Two Dads	NBC	18.6/28
17.	NBC Sunday Night Movie	NBC	18.1/29
18.	227	NBC	17.6/32
19.	Hooperman	ABC	17.5/28
20.	CBS Sunday Movie	CBS	17.5/29
21.	Dolly	ABC	17.3/26
22.	Head of the Class	ABC	17.1/28
23.	Dallas	CBS	17.0/30
24.	Hunter	NBC	17.0/34
25.	Thirtysomething	ABC	16.7/30
26.	Perfect Strangers	ABC	16.3/28
27.	Matlock	NBC	15.9/25
28.	Miami Vice	NBC	15.9/28
29.	Designing Women	CBS	15.8/24
30.	Facts of Life	NBC	15.4/29
31.	Dynasty	ABC	15.2/26
32.	Newhart	CBS	15.2/23
33.	Falcon Crest	CBS	15.1/28
34.	Slap Maxwell Story	ABC	14.9/24
35.	Magnum, P.I.	CBS	14.9/24
36.	J.J. Starbuck	NBC	14.9/23
37.	Knots Landing	CBS	14.8/25
38.	Crime Story	NBC	14.2/26
39.	St. Elsewhere	NBC	14.1/24
40.	Beauty and the Beast	CBS	14.0/26
41.	Equalizer	CBS	14.0/24
42.	Monday Night Movie	ABC	13.7/22
43.	Cagney & Lacey	CBS	13.6/23
44.	Highway to Heaven	NBC	13.5/23
45.	Kate & Allie	CBS	13.0/20
46.	Our House	NBC	12.4/21
47.	MacGyver	ABC	12.2/19
48.	Frank's Place	CBS	12.2/20
49.	A Year in the Life	NBC	12.0/19
50.	Private Eye	NBC	11.9/22
51.	Buck James	ABC	11.6/19
52.	Wiseguy	CBS	11.5/18
53.	Oldest Rookie	CBS	10.8/18
54.	20/20	ABC	10.7/20
55.	Spenser: For Hire	ABC	10.6/16
56.	Tour of Duty	CBS	10.3/17
57.	Disney Sunday Movie	ABC	10.2/18
58.	Hotel	ABC	9.6/19
59.	Jake and the Fatman	CBS	9.6/15
60.	Rags to Riches	NBC	9.6/18
61.	Full House	ABC	9.5/18
62	I Married Dora	ABC	9.4/17
63.	ABC Thursday Night Movie	ABC	9.4/15
64.	Law and Harry McGraw	CBS	9.4/17
65.	O'Hara	ABC	8.5/15
66.	Charmings	ABC	8.4/14
67.	Sledge Hammer!	ABC	7.9/13
68.	My Sister Sam	CBS	7.3/14
69.	Everything's Relative	CBS	7.2/13
70.	West 57th	CBS	6.9/14
71.	Max Headroom	ABC	6.4/11
72.	Leg Work	CBS	6.0/11
73.	Once a Hero	ABC	4.6/9

AGB

Rank	Show	Network	Rating/Share
1.	Cosby Show	ABC	27.1/47
2.	Different World	NBC	25.4/42
3.	Golden Girls	NBC	24.6/43
4.	Cheers	NBC	24.2/40
5.	Growing Pains	ABC	22.8/36
6.	Moonlighting	ABC	22.3/35
7.	Tonight Show 25th Anniv.	NBC	21.8/37
8.	Dallas	CBS	20.6/36
9.	Who's the Boss?	ABC	20.4/34
10.	Family Ties	NBC	20.2/35
11.	Murder, She Wrote	CBS	19.7/33
12.	Amen	NBC	19.4/35
13.	ALF	NBC	19.2/32
14.	60 Minutes	CBS	19.0/36
15.	227	NBC	18.9/35
16.	Newhart	CBS	18.6/29
17.	My Two Dads	NBC	18.2/31
18.	Dolly	ABC	18.1/31
19.	Falcon Crest	CBS	17.6/33
20.	Designing Women	CBS	17.4/27
21.	Hunter	NBC	17.4/34
22.	Valerie's Family	NBC	16.9/27
23.	Sunday Night at the Movies	NBC	16.2/29
24.	Facts of Life	NBC	16.1/30
25.	CBS Sunday Night Movie	CBS	16.0/30
26.	Miami Vice	NBC	15.7/27
27.	Kate & Allie	CBS	15.4/24
28.	Hooperman	ABC	15.4/26
29.	Highway to Heaven	NBC	15.2/26
30.	Monday Night at the Movies	NBC	15.1/25
31.	Beauty and the Beast	CBS	14.9/27
32.	Our House	NBC	14.8/30
33.	Thirtysomething	ABC	14.7/28
34.	Magnum, P.I.	CBS	14.3/24
35.	Head of the Class	ABC	14.3/24
36.	Matlock	NBC	13.9/23
37.	Cagney & Lacey	CBS	13.5/23
38.	Frank's Place	CBS	13.4/22
39.	Buck James	ABC	13.0/25
40.	Slap Maxwell Story	ABC	12.7/21
41.	Perfect Strangers	ABC	12.7/22
42.	Knots Landing	CBS	12.5/22
43	St. Elsewhere	NBC	12.5/22
44.	Equalizer	CBS	12.4/22
45.	Dynasty	ABC	12.4/22
46.	Rags to Riches	NBC	12.2/22
47.	Oldest Rookie	CBS	11.6/20
48.	Monday Night at the Movie	ABC	11.5/19
49.	A Year in the Life	NBC	11.4/19
50.	Wiseguy	CBS	11.3/19
51.	J.J. Starbuck	NBC	11.3/18
52.	Private Eye	NBC	11.1/20
53.	MacGyver	ABC	10.9/18
54.	I Married Dora	ABC	10.4/18
55.	Tour of Duty	CBS	10.3/17
56.	Full House	ABC	10.1/19
57.	20/20	ABC	10.1/19
58	Law and Harry McGraw	CBS	10.0/19
59.	Disney Sunday Movie	ABC	9.2/18
60.	Jake and the Fatman	CBS	8.9/14
61.	Spenser: For Hire	ABC	8.6/15
62.	Hotel	ABC	8.6/17
63.	Everything's Relative	CBS	8.6/16
64.	Leg Work	CBS	8.3/15
65.	My Sister Sam	CBS	8.0/15
66.	Crime Story	NBC	7.9/15
67.	Charmings	ABC	7.8/13
68.	West 57th	CBS	7.6/15
69.	ABC Thursday Night Movie	ABC	7.5/13
70.	Sledge Hammer!	ABC	7.3/13
71.	O'Hara	ABC	7.0/12
72.	Max Headroom	ABC	6.2/11
73.	Once a Hero	ABC	4.1/8

Nielsen men

1.	Moonlighting	ABC	18.3
2.	Growing Pains	ABC	16.7
3.	Cheers	NBC	16.2
4.	Tonight Show 25th Anniv.	NBC	15.7
5.	Family Ties	NBC	14.6
6.	Monday Night Movie	ABC	13.7
7.	Who's the Boss?	ABC	13.7
8.	Different World	NBC	13.4
9	Bill Cosby	NBC	13.4
10.	My Two Dads	NBC	12.9

AGB men

1.	Moonlighting	ABC	13.2
2.	Cheers	NBC	12.4
3.	Tonight Show 25th Anniv.	NBC	11.5
4.	Cosby Show	NBC	11.1
5.	Different World	NBC	11.0
6.	Dolly	ABC	10.2
7.	Growing Pains	ABC	10.1
8.	ALF	NBC	10.0
9.	60 Minutes	CBS	9.9
10.	Family Ties	NBC	9.7

Nielsen women

1.	Moonlighting	ABC	23.6
2.	Different World	NBC	23.0
3.	Bill Cosby Show	NBC	22.6
4.	Growing Pains	ABC	21.8
5.	Cheers	NBC	21.6
6.	Family Ties	NBC	20.0
7.	Who's the Boss?	ABC	19.2
8.	My Two Dads	NBC	17.9
9.	Tonight Show 25th Anniversary	NBC	17.2
10.	Golden Girls	NBC	16.7

AGB women

1.	Moonlighting	ABC	20.7
2.	Different World	NBC	18.4
3.	Bill Cosby Show	NBC	18.2
4.	Growing Pains	ABC	18.0
5.	Cheers	NBC	16.5
6.	Who's the Boss?	ABC	15.9
7.	Golden Girls	NBC	15.7
8.	Family Ties	NBC	15.4
9.	Tonight Show 25th Anniv.	NBC	15.3
10.	ALF	NBC	15.0

sional football team. It bought station for $9.5 million ("Changing Hands," March 4, 1985). Buyer is owned by Thomas Embrescia, Larry Pollock and Tom Wilson. It also owns WUPW(TV) Toledo, Ohio. Action Sept. 28.

■ KNFB(FM) Nowata, Okla. (94.3 mhz; 1.7 kw; HAAT: 400 ft.)—Granted assignment of license from William R. Williams to Moran Broadcasting Co. for $50,000. Seller is trustee in bankruptcy and has no other broadcast interests. Buyer is owned by Richard J. Moran. It also owns KQKX(AM)-KCIZ(FM) Springdale, Ark.; KWON(AM), Bartlesville, Okla.; KJNE(FM), Hillsboro, KGTM(AM), KNIN-FM, Wichita Falls, all Texas. Action Sept. 17.

■ WBRR(FM) Bradford, Pa. (98.3 mhz; 933 w; HAAT: 539 ft.)—Granted assignment of license from Donald J. Fredeen to Radio Station WESB Inc. for $21,000. Seller has no other broadcast interests. Buyer is owned by Thomas R. Bromeley, Mary Ann Satherwaite, Charlotte E. Anderson and Joyce E. Test. It also owns WESB(AM) Bradford, Pa. Action Sept. 17.

■ WATP(AM)-WKXS(FM) Marion, S.C. (AM: 1430 khz; 1 kw-D; FM: 94.3 mhz; 3 kw; HAAT: 512 ft.)—Granted assignment of license from Winfas of South Carolina Inc. to Marion Christian Radio Inc. for $450,000. Seller is group of two AM's and four FM's principally owned by W.S. Foster. Buyer is Norfolk, Va.-based group of 14 AM's and five FM's owned by Levi E. Willis. Action Sept. 24.

■ WHRP(AM) Portland, Tenn. (1270 khz; 1 kw-D)—Granted assignment of license from Portland Broadcasting Inc. to Lindsey Christian Broadcasting Co. for $25,000 cash and $168,000 assumption of liabilities. Seller is owned by Bob Hudson, William Goad and his wife, Ann. It also owns WBDX(AM) White Bluff, Tenn. Buyer is owned by Rudy A. Lindsey and his wife, Faye. It also owns WWGM(AM) Nashville. Action Sept. 16.

■ KORQ-AM-FM Abilene and KLSF(FM) Amarillo, both Texas (KORQ: 1340 khz; 1 kw-U; KORQ-FM: 100.7 mhz; 100 kw; HAAT: 1,260 ft.; KLSF: 96.9 mhz; 100 kw; HAAT: 599 ft.)—Granted assignment of license from Adams-Shelton Communications to Bakcor Broadcasting Inc. for $5.2 million. Seller is Amarillo, Tex.-based group of two AM's and four FM's owned by Keith Adams and James D. Shelton. Buyer is Lubbock, Tex.-based group of two AM's and two FM's owned by George Backe and seven others. Action Sept. 22.

■ KIKN(AM) Pharr, Tex. (840 khz; 5 kw-D; 1 kw-N)—Dismissed transfer of control of Bixby Great Electric Radio Co. to John A. Parry for assumption of liabilities. Seller is owned by Michael T. Reichert and Charles A. Whatley and Parry. It also has interest in KUHL(AM)-KXFM(FM) Santa Maria, Calif., and KTXF(FM) Brownsville, Tex. Action Sept. 15.

New Stations

Applications

AM's

■ Sun City-Youngstown, Ariz.—Larry L. Cummings seeks 1100 khz; 50 kw-D; 1 kw-N. Address: 5019 E. Crestview Dr., Paradise Valley, Ariz. 85253. Principal has no other broadcast interests. Filed Sept. 29.

■ Peoria, Ariz.—Family Stations seeks 650 khz; 5 kw-D, 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Carson City, Nev.—Sundance Radio Corp. seeks 750 khz; 10 kw-U. Address: P.O. Box 700, Folsom, Calif. 95630. Principal is owned by D.C. Williams, who has no other broadcast interests. Filed Sept. 29.

■ Las Vegas—Family Stations Inc. seeks 650 khz; 2.5 kw-D; 1 kw-N. Address: 3108 Fulton Ave., Sacramento, Calif. 95821. Principal is nonprofit group of five AM's, 14 FM's, one TV and CP's for 11 other new FM's. It is headed by Harold Camping. Filed Sept. 29.

■ Las Vegas—Don H. Barden seeks 1100 khz; 50 kw-D, 1 kw-N. Address: 18240 Fairway Dr., Detroit 48221. Principal has no other broadcast interests. Filed Sept. 29.

■ Greensboro, N.C.—Triad Network Inc. 1470 khz; 5 kw-D, 3.5 kw-N. Address: 1108 Grecade St., 27408. Principal is owned by Walter C. Cockerham who has no other broadcast interests. Filed Sept. 28.

FM's

■ San Luis Obispo, Calif.—California Radio Group seeks 97.1 mhz; 11.89 kw; HAAT: 180 m. Address: P.O. Box 12933, 93406. Principal is owned by Nancy C. Hart. It has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—San Luis Obispo Limited Partnership seeks 97.1 mhz; 1.6 kw; HAAT: 387 m. Address: Gillis Canyon Rd., Cholame, Calif. 93431. Principal is owned by Linda C. Powell, who has no other broadcast interests. Filed Sept. 24.

■ San Luis Obispo, Calif.—U.S. Media Co. seeks 97.1 mhz; 18 kw; HAAT: 116 m. Address: 2131 Shoreline, Dr., Shell Beach, Calif. 93449. Principal is owned by Nick J. Mileti, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Playa Del Sol Broadcasters seeks 97.1 mhz; 892 w; HAAT: 493 m. Address: 1425 River Park Dr., Suite 201, Sacramento, Calif. 95815. Principal is owned by Edward R. Stolz, who also owns KWOD(AM) Sacramento and KRCK(AM) Burbank, both California, and is applicant for new FM's in Desert Hot Springs, Calif., and Tucson and new TV in Caldwell, Idaho and Citrus Heights, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—James and Claudia Harden, a Partnership seeks 97.1 mhz; 1.122 kw; HAAT: 444 m. Address: 4132 Birchwood Ave., Seal Branch, Calif. 90740. Principal is owned by James Harden and his wife, Claudia, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Donald E. And Judith M. Pummill seek 97.1 mhz; 3.21 kw; HAAT: 278 m. Address: 32nd and Oak Sts., Paso Robles, Calif. 93446. Principals have interest in KPRL(AM)-KDDB(FM) Paso Robles, Calif. Filed Sept. 22.

■ San Luis Obispo, Calif.—Clamshell Communications Inc. seeks 97.1 mhz; 25 kw; HAAT: 100 m. Address: 638 Morro Dr., Santa Maria, Calif. 93454. Principal is owned by Felix Martel, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Nathan Broadcasting seeks 97.1 mhz; 2.6 kw; HAAT: 288 m. Address: 10969 Wellworth, 124, Los Angeles 90024. Principal is owned by Nathaniel Montague, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Central Coast Broadcasting Corp. seeks 97.1 mhz; 13.2 kw; HAAT: 137 m. Address: 1035 West Main St., Santa Maria, Calif. 93454. Principal is owned by David Neumeister, Robert Martin Perez and William Vega, who have no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—F. David Lee seeks 97.1 mhz; 10.7 kw; HAAT: 149 m. Address: R.D. 4, Box 569, Apt. 1A. Oneonta, N.Y. 13820. Principal has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Lisa Ann Wayne seeks 97.1 mhz; 4.4 kw; HAAT: 240 m. Address: 404 N 5th St., San Jose, Calif. 95112. Principal has no other broadcast interests. Filed Sept. 22.

Summary of broadcasting
as of June 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,887	170	5,057
Commercial FM	3,969	418	4,387
Educational FM	1,272	173	1,445
Total Radio	10,128	761	10,889
FM translators	1,115	766	1,881
Commercial VHF TV	542	23	565
Commercial UHF TV	461	222	683
Educational VHF TV	114	3	117
Educational UHF TV	198	25	223
Total TV	1,315	273	1,588
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ San Luis Obispo, Calif.—Vista Communications Co. seeks 97.1 mhz; 13.8 kw; HAAT: 215 m. Address: P.O. Box 36D45, Los Angeles, Calif. 90036. Principal is owned by Roy S. Edwards, who has no other broadcast interests. Filed Sept. 22.

■ San Luis Obispo, Calif.—Hometown Broadcasting seeks 97.1 mhz; 3.5 kw; HAAT: 269 m. Address: 4100 Vachell Lane, 93401. Principal is owned by William H. Bordeaux and Mona E. Jennings, who have no other broadcast interests. Filed Sept. 29.

■ San Luis Obispo, Calif.—Barker Communications Ltd. seeks 97.1 mhz; 900 w; HAAT: 456 m. Address: 701 Price St., Pismo Beach, Calif. 93449. Principal has no other broadcast interests. Filed Sept. 22.

■ Mt. Vernon, Ill.—CR Broadcasting Inc. seeks 102.1 mhz; 10 kw; HAAT: 157 m. Address: 175 S. Pantops Dr., Charlottesville, Va. 22901. Principal is owned by John Andrews Columbus and Dennis R. Rooker. It also owns WKWK(AM)-WEEL-FM Wheeling, W.Va., WTAO(FM) Murphysboro, Ill., WDXI(AM)-WMXX-FM Jackson, Tenn. and WMCL(AM) Mcleansboro, Ill. Filed Sept. 18.

■ Oscoda, Mich.—Thomas Ferebee seeks 95.7 mhz; 3 kw; HAAT: 100 m. Address: 3804 S. 15th St., Manitowoc, Mich. 54220. Principal has no other broadcast interests. Filed Sept. 25.

■ Greenwood, Miss.—NA&E Broadcasting Inc. seeks 101.9 mhz; 3 kw; HAAT: 88 m. Address: 1015 Russell Ave., 38930. Principal is owned by Mattie H. Evans and Linda Williams, who have no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Margate Communications L.P. seeks 96.1 mhz; 3 kw; HAAT: 69 m. Address: 3703 Wildor Ave., Baltimore 21207. Principal is owned by Cleo Brooks, who has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Brock Broadcasting Co. seeks 96.1 mhz; 3 kw; HAAT: 101 m. Address: 15 Furler St., Totowa, N.J. 07512. Principal is owned by Richard Wellbrock, Thomas H. White and John S. Penn. It has no other broadcast interests. Filed Sept. 22.

■ Margate City, N.J.—Coastal Communications seeks 96.1 mhz; 3 kw; HAAT: 100 m. Address: 110 S. Portland Ave., Ventnor, N.J. 08406. Principal is owned by George Morgan, who has no other broadcast interests. Filed Sept. 22.

■ San Angelo, Tex.—Southwest Texas FM Partnership seeks 101.9 mhz; 100 kw; HAAT: 299 m. Address: 602 Koberline, San Angelo, Tex. 76902. Principal is owned by Douglas A. Thetford, who has no other broadcast interests. Filed Sept. 23.

■ Coalville, Utah—Gene Guthrie seeks 92.5 mhz; 330 w; HAAT: minus 42 m. Address: 11728 Casper Rd., Sandy, Utah 84092. Principal has no other broadcast interests. Filed Sept. 23.

■ Windsor, Va.—J&C Broadcasting Co. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1707 Winding Way, Richmond, Va. 23235. Principal is owned by Jon C. Hill and his wife, Connie. It has no other broadcast interests. Filed Sept. 25.

■ Windsor, Va.—Radio Franklin L.P. seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 2506 Vineyard St., Durham, N.C. 27707. Principal is headed by Jeffrey Hester, who has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—American Indian Broadcast Group seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: Suite 2, Country Village Shopping Center, Smyrna, Tenn. 37167. Principal is headed by Jack Bursack, who has interest in WSVT(AM) Smyrna. Filed Sept. 28.

■ Windsor, Va.—JH Communications seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 4214 Jolor Way, Virginia Beach, Va. 23462. Principal is owned by Joseph A. Booth and Robert H. Cauthen. It has no other broadcast interests. Filed Sept. 28.

■ Windsor, Va.—Tidewater Broadcasting seeks 107.7 mhz; 3 kw; HAAT: 100 m. Address: 1628C Beekman Pl. N.W., Washington 20009. Principal is owned by Joyce L. Bernstein and Harriet Kuryk. Filed Sept. 28.

TV's

■ Crystal River, Fla.—H. James Sharp seeks ch. 39; ERP 5,000 kw; HAAT: 328 m. Address: 7473 Overton Dr., Leesburg, Fla. 32748. Principal has no other broadcast interests. Filed Sept. 23.

■ Twin Falls, Idaho—Western Telecasting Co. seeks ch. 35; ERP 96 kw; HAAT: 164 m. Address: 7600 Potomac Fall Rd., McLean, Va. 22102. Principal is owned by W.L. Armstrong, who has interest in KPVI(TV) Pocatello, Idaho. Filed Sept. 22.

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Oct 19

C1750-1 -
10/20/87

The
Hour
works.

T.J. Hooker
The Hour

COLUMBIA/EMBASSY
TELEVISION

A unit of Coca-Cola TELEVISION

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20814SRI AT8501 ZWZ
SRI ACQ
CONGRESSNL INFO SRV **SAMPLE
4520 EAST-WEST HWY
BETHESDA MD 20814

57th Year 1987

BASKETBALL

TELECOM

Vol. 113 No. 16

Broadcasting Oct 19

Rather says DBS is TV medium of future... page 27.

Spectrum reallocation action put on hold... page 30.

Lifting of equal time requirements in doubt... page 30.

CANVAS FOR IMAGINATIONS □ Intelevent meeting in Geneva brings together Americans and Europeans to discuss programing possibilities and problems in European market. **PAGE 31.**

GETTING BIGGER □ United Artists, United Cable merge; Continental acquires American Cablesystems. **PAGE 27.**

SPANNING THE GLOBE □ State Department's Ambassador Diana Lady Dougan: keeping track of world's technologies. **PAGE 33.**

PLAYING SOME HOOPS □ There will be plenty of basketball to watch during upcoming 1987-88 season, both on cable and on broadcast TV. This special report charts carriers of games and rights plans of major college conferences and NBA teams. **PAGE 43.**

ANOTHER HELPING FOR CABLE □ CAB says that cable's share of local advertising pie has increased significantly in 1987; it is expected to double in next three years. **PAGE 56.** Two top 10 cable MSO's report record quarters. **PAGE 60.**

INDEPENDENT EXIT □ Independent radio representative, Masla Radio, after 30 years, sells most of its station contracts to Katz Radio Group. **PAGE 57.**

UNITED THEY STAND □ United Stations Radio Networks takes over Transtar Radio Network's advertising sales. **PAGE 29.** SSC&B and Campbell-Ewald advertising agencies unite to form new organization with nearly $1.1 billion in billings. **PAGE 58.**

THINGS GO BETTER WITH COKE □ Tri-Star Pictures and Coca-Cola Entertainment join under one logo: Columbia Pictures Television. **PAGE 59.**

FCC OK □ House approves FCC authorization bill. **PAGE 66.**

OFF WITH HIS HEADROOM □ ABC cancels *Max Headroom*—its second network series to be shelved in two weeks. **PAGE 70.**

ISN'T THAT SPECIAL □ ABC executive says he's trying to spruce up network's specials. **PAGE 72.**

MARATHON MAN □ Tom Dougherty, Metromedia Co.'s point man in Washington, has made a career out of helping carry that company over a host of legal hurdles. **PAGE 95.**

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Open Mike

Left out

EDITOR: In "The Business of Broadcast News" (BROADCASTING, Sept. 7), you correctly identified what many people consider an important trend: a growing appetite among upscale business-oriented audiences for business news on TV. Unfortunately, the article was flawed by the omission of any reference to *The Wall Street Journal Report on Television*, the longest running syndicated business program on commercial broadcast TV.

Anchored and edited by Consuelo Mack, the broadcast is produced and syndicated by Dow Jones & Co. It is carried on 95 U.S. stations as well as abroad. It draws on the worldwide resources of the *Journal* to bring its growing audience the same kind of forward-spin analysis and authoritative information that over five million readers of the *Journal* have come to depend on.

Moreover, your reference to *Before Hours* omitted the fact that the program is a collaborative effort of NBC News and *The Wall Street Journal*. NBC produces the early-morning broadcast, but the *Journal* provides editorial material, editing support and our own staffers for on-air analysis of markets and business trends.—*Stewart Pinkerton, deputy managing editor,* The Wall Street Journal Report, *New York.*

Caveat emptor

EDITOR: In economic terms, the "villain" in David E. Schultz's essay on the three-year rule (BROADCASTING, Sept. 14) is not the owner who buys a station, guts it for the sake of a quick but transitory boost in operating income, and then sells it for a big profit. Rather, it is the buyer and the buyer's financial backers who failed to perform due diligence and wound up paying for the station. One wonders: If this new owner knows so little about broadcast operations that he or she can't see what the fast-buck artist has done, how well will the new owner be able to run the station no matter what shape it's in? Rules such as the holding-period stricture have the consequence of, in effect, protecting the incompetents from themselves. People concerned with the broadcast industry's ability to compete against all comers in what is shaping up as an exciting but perilous future ought to root for mechanisms that promote the fit, not those that shelter the shaky.—*Alan J. Gottesman, Managing Director, L.F. Rothschild & Co., New York.*

Reply comment

EDITOR: BROADCASTING's Sept.14 issue contained a letter to the editor from Richard Ducey of the National Association of Broadcasters offering two criticisms of my study of children's television advertising (BROADCASTING, Aug. 3). First, Ducey objected to my conclusion that the FCC's deregulation of children's advertising has led to a marked increase in commercial content. Ducey argues that since my findings are based solely upon the examination of the nonprogram content broadcast in the year following deregulation of the FCC's guidelines, that I have no basis for comparison to judge that an "increase" has occurred. However, Ducey's paraphrase of my conclusion conveniently omitted an important clause found in the same sentence from which he quoted me. My conclusion in the report states, "*Assuming there was a reasonable level of compliance with the FCC's previous restrictions when they were in effect,* this study's results indicate. . . nonprogram messages (have) increased markedly." After checking with the FCC and scanning previous studies, I felt reasonably comfortable making that assumption. However, Mr. Ducey's comment seems to suggest that he feels differently. If he is aware of any research or other evidence that indicates that broadcasters were flaunting the FCC's long-standing limits, I'd appreciate him sharing it with me. If not, then I believe my conclusion remains valid as originally stated.

His second criticism questioned why I omitted an analysis of such alternative sources of children's programing as cable and home video in my assessment of the "children's television marketplace." I am surprised to receive such criticism from an official of the NAB, who knows well that broadcasting is a special business charged with important public interest obligations not at all applicable to other nonbroadcast media. His conclusion that "the marketplace for children's television is working" really means that it's working for those who *can afford* cable and home video. For the many families that can't, the picture isn't quite so rosy.

Some have charged that as broadcasters are forced to become more aggressive to compete with alternative technologies, they are losing sight of their responsibilities as licensed trustees who must serve all of the public. Mr. Ducey's statement makes one wonder whether such allegations aren't in fact true.—*Dale Kunkel, Communications Studies Program, University of California, Santa Barbara.*

FM directional dilemma

EDITOR: Somehow you missed the comments we submitted on FM directional antennas (BROADCASTING, Sept. 7), opposing the proposal, but for reasons different from those of the National Association of Broadcasters.'

As a former Arbitron ratings manager, I

(Open Mike continues on page 76.)

The Fifth Estate
Broadcasting

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Broadcasting ■ Cablecasting Yearbook

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Broadcasting Publications Inc.
A Times Mirror Business Publication

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Founded 1931. *Broadcasting-Telecasting* * introduced in 1946. *Television* * acquired in 1961. *Cablecasting* * introduced in 1972 □ * Reg. U.S. Patent Office. □
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Third time's a charm for NBC

The third week of the season, ended Oct. 11, still has NBC on top, according to both the Nielsen and AGB peoplemeter ratings for household viewing.

According to the Nielsen figures, NBC won week three with a 16.1 rating and a 27 share. CBS came in a close second with a 15.1/25 and ABC pulled in a 13.4/22.

BROADCASTING's calculations for AGB network averages put the race much closer—NBC stayed in first place, but with a 15.2/26, while CBS came in with a 15.0/25 and ABC with a 13.2/22. (These averages are based strictly on the household figures supplied by AGB and do not compensate for programing "runover" after 11 p.m.) These AGB averages show a tight race between NBC and CBS for one other reason. The AGB chart below lists 64 entries, while the Nielsen chart contains 65. The Sunday edition of the *NBC Nightly News* ran from 7:32 p.m. to 8 p.m., according to the Nielsen figures, and pulled in an 11.2/20. There is no comparable entry on the AGB chart.

In the evening news race, the *CBS Evening News* has held onto first place, this time with an 11.4/23 over NBC's 9.5/20 and ABC's 9.2/18. CBS has stayed on top in the news race from the beginning of the season.

NBC's *The Cosby Show* still holds first place, on both charts, pulling in a 28.2/45 on Nielsen, and a 28.9/48 on AGB. CBS's *Murder, She Wrote* ranked second on Nielsen (23.3/36) and fourth on AGB (22.4/35). ABC's *Growing Pains* came in third for Nielsen (23.1/37), and second on AGB (22.9/37).

The first noticeable deviation from the ranking trends on both charts is with ABC's *Dolly*, which pulled in a 15.1/23 and ranked 28th on Nielsen, but had a 17.8/27 on AGB and ranked 11th. Another wide deviation is for ABC's *Hooperman*, which comes in at 18th on Nielsen and at 31st on AGB. ABC's *Dynasty* gets 26th place on Nielsen and 43d on AGB.

Nielsen

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	28.2/45
2.	Murder, She Wrote	CBS	23.3/36
3.	Growing Pains	ABC	23.1/37
4.	Who's the Boss?	ABC	21.9/36
5.	Moonlighting	ABC	21.8/34
6.	Dallas	CBS	20.2/35
7.	Newhart	CBS	19.5/30
8.	CBS Sunday Movie	CBS	19.2/30
9.	Head of the Class	ABC	18.7/29
10.	A.L. Championship, game 2	NBC	18.7/32
11.	Designing Women	CBS	18.6/29
12.	Magnum, P.I.	CBS	18.6/28
13.	60 Minutes	CBS	18.5/32
14.	ALF	NBC	18.5/30
15.	Valerie's Family	NBC	17.6/27
16.	A.L. Championship, game 1	NBC	17.2/28
17.	Perfect Strangers	ABC	17.0/28
18.	Hooperman	ABC	16.8/26
19.	A.L. Championship, game 4	NBC	16.8/28
20.	Monday Night at the Movies	NBC	16.7/27
21.	Knots Landing	CBS	16.5/28
22.	Falcon Crest	CBS	16.4/31
23.	Thirtysomething	ABC	15.8/28
24.	Cagney & Lacey	CBS	15.7/27
25.	N.L. Championship, game 1	NBC	15.5/26
26.	Dynasty	ABC	15.4/26
27.	Dolly	ABC	15.1/23
28.	Kate & Allie	CBS	15.1/23
29.	Slap Maxwell Story	ABC	14.9/23
30.	Jake and the Fatman	CBS	14.8/23
31.	N.L. Championship, game 3	NBC	14.6/27
32.	N.L. Championship, game 4	NBC	14.5/27
33.	Equalizer	CBS	14.2/24
34.	Monday Night Football	ABC	13.8/25
35.	Wiseguy	CBS	13.8/22
36.	Frank's Place	CBS	13.7/22
37.	Law and Harry McGraw	CBS	13.6/24
38.	Charmings	ABC	13.2/21
39.	Beauty and the Beast	CBS	13.0/23
40.	Houston Knights	CBS	12.7/20
41.	A.L. Champ., pre-game 1	NBC	12.3/22
42.	MacGyver	ABC	12.2/20
43.	Oldest Rookie	CBS	12.2/19
44.	Spenser: For Hire	ABC	12.1/19
45.	Tour of Duty	CBS	12.0/19
46.	Hotel	ABC	11.9/24
47.	A.L. Champ., pregame 4	NBC	11.9/20
48.	I Married Dora	ABC	11.6/20
49.	Full House	ABC	11.4/21
50.	Disney Sunday Movie	ABC	11.3/19
51.	NBC Nightly News (Sun.)	NBC	11.2/20
52.	Buck Hames	ABC	10.9/18
53.	20/20	ABC	10.8/20
54.	N.L. Champ., pregame 1	NBC	10.7/19
55.	ABC Thursday Night Movie	ABC	10.6/17
56.	O'Hara	ABC	10.5/19
57.	My Sister Sam	CBS	10.1/19
58.	N.L. Champ., pregame 3	NBC	10.1/20
59.	Everything's Relative	CBS	10.0/18
60.	N.L. Champ., pregame 4	NBC	9.6/19
61.	Sledge Hammer!	ABC	9.3/15
62.	Leg Work	CBS	8.6/16
63.	Carol Burnett Special	ABC	7.8/14
64.	West 57th	CBS	7.6/15
65.	Max Headroom	ABC	7.1/12

AGB

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	28.9/48
2.	Growing Pains	ABC	22.9/37
3.	Who's the Boss?	ABC	22.8/39
4.	Murder, She Wrote	CBS	22.4/35
5.	Moonlighting	ABC	22.0/35
6.	Dallas	CBS	20.5/37
7.	Newhart	CBS	20.5/32
8.	Sunday Night Movie	CBS	19.9/32
9.	Designing Women	CBS	19.2/30
10.	ALF	NBC	18.6/30
11.	Dolly	ABC	17.8/27
12.	Magnum, P.I.	CBS	17.5/28
13.	60 Minutes	CBS	17.4/31
14.	A.L. Championship, game 2	NBC	17.0/31
15.	Valerie's Family	NBC	16.9/26
16.	Head of the Class	ABC	16.7/28
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18.	A.L. Championship, game 4	NBC	16.3/28
19.	A.L. Championship, game 1	NBC	16.3/28
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21.	Falcon Crest	CBS	15.8/31
22.	Kate & Allie	CBS	15.8/25
23.	Cagney & Lacey	CBS	15.7/27
24.	Monday Night at the Movies	NBC	15.7/25
25.	Thirtysomething	ABC	15.2/29
26.	Knots Landing	CBS	14.7/27
27.	N.L. Championship, game 3	NBC	14.7/29
28.	N.L. Championship, game 1	NBC	14.5/25
29.	Wiseguy	CBS	14.3/24
30.	Charmings	ABC	14.1/23
31.	Hooperman	ABC	14.0/23
32.	N.L. Championship, game 4	NBC	13.9/27
33.	Equalizer	CBS	13.8/25
34.	Frank's Place	CBS	13.7/22
35.	Beauty and the Beast	CBS	13.0/24
36.	Oldest Rookie	CBS	12.4/21
37.	My Sister Sam	CBS	12.3/24
38.	Houston Knights	CBS	12.2/21
39.	A.L. Champ., pregame 4	NBC	12.1/22
40.	Buck James	ABC	12.1/20
41.	Slap Maxwell Story	ABC	12.1/20
42.	A.L. Champ., pregame 1	NBC	12.0/23
43.	Dynasty	ABC	12.0/21
44.	Tour of Duty	CBS	11.9/19
45.	Full House	ABC	11.9/22
46.	Hotel	ABC	11.6/24
47.	Everything's Relative	CBS	11.6/22
48.	Law and Harry McGraw	CBS	11.5/22
49.	20/20	ABC	11.4/22
50.	I Married Dora	ABC	11.4/21
51.	Spenser: For Hire	ABC	11.2/18
52.	N.L. Champ., pregame 1	NBC	10.9/20
53.	N.L. Champ., pregame 4	NBC	10.7/22
54.	ABC Thursday Night Movie	ABC	10.6/19
55.	Leg Work	CBS	10.5/20
56.	Disney Sunday Movie	ABC	10.4/19
57.	Monday Night Football	ABC	10.3/19
58.	N.L. Champ., pregame 3	NBC	10.1/20
59.	MacGyver	ABC	10.1/16
60.	O'Hara	ABC	9.4/18
61.	Sledge Hammer!	ABC	9.1/15
62.	West 57th	CBS	8.3/17
63.	Max Headroom	ABC	8.1/14
64.	Carol, Carl, Whoopi and Robin	ABC	6.9/13

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BAL870811GF; 1390 khz; 500 w-D; FM: BALH870811GG; 98.3 mhz; 3 kw; HAAT: 430 ft.)—Granted assignment of license from Triplett Broadcasting Co. to Louis Vito for $550,000. Seller is owned by Wendell A. Triplett, who also owns WCOR(AM) Lebanon, TN, and WOSE(FM) Port Clinton, and WWAT(TV) Chillicothe, both Ohio. Buyer is Columbus-based salesman with no other broadcast interests. Attorney for buyer and seller: Sells & Gregory. Granted Oct. 2.

■ KEOR(AM) Atoka, OK (BAL870825EE; 1100 khz; 5 kw-D)—Granted assignment of license from Ballard Broadcasting of Oklahoma Inc. to Newton-Adair Inc. for $243,170. Seller is owned by Drew Ballard, who has no other broadcast interests. Buyer is owned by James C. Newton and S.L. Adair, who have no other broadcast interests. Granted Oct. 12.

■ KYNG-AM-FM Coos Bay, OR (AM: BAL870824EA; 1420 khz; 1 kw-D; FM: BALH870824HI; 105.5 mhz; 3 kw; HAAT: 400 ft.)—Granted assignment of license from Sequoia Broadcasting Inc. to Calegon Broadcasting Inc. for $275,000. Seller is headed by Richard Behrendt. It has no other broadcast interests. Buyer is owned by James R. Baker and his wife, Carleen, and Scott Shapiro and his wife, Amy. Baker is former owner of KDHI(AM)-KQYN(FM) Twentynine Palms, CA. Shapiro is Yucca Valley, CA-based retailer with no other broadcast interests. Granted Oct. 12.

■ WCBG(AM) Chambersburg, PA (BAL870820EC; 1590 khz; 5 kw-D)—Granted assignment of license from Four States Broadcasting Station Inc. to Valley Marketing Systems Inc. for $550,000. Seller is owned by Norman E. Messner and his wife, Molly. It has no other broadcast interests. Buyer is owned by Ronald Smith and his wife, Lois. Smith is salesman at WHAG-TV Hagerstown, MD. Granted Sept. 30.

■ WSEE(TV) Erie, PA (BALCT870817KE; ch. 50; ERP 122.7 kw; HAAT: 1,004 ft.)—Granted assignment of license from Erie Broadcasting Partners to Keystone Broadcasting Corp. C/O Price Comms. Corp. for $6 million. Seller is owned by principals in MMT Sales, New York-based station representative headed by Gary Scollard. MMT Sales was recently sold to Meredith Corp., for $40 million (BROADCASTING, July 13). Scollard also has interest in KLRT(TV) Little Rock, Ark. Buyer is publicly owned, New York-based group of eight AM's, eight FM's and four TV's headed by Robert Price, president. It recently sold three AM's and four FM's to Fairfield Communications ("Changing Hands," May 4). Attorney for seller: Crowell & Moring. Granted Sept. 30.

■ WKPA(AM)-WYDD(FM) New Kensington, PA (AM: BAL870814GO; 1150 khz; 1 kw-D; FM: BALH870814GP; 104.7 mhz; 50 kw; HAAT: 500 ft.)—Granted assignment of license from Gateway Broadcasting Enterprises Inc. to Salem Media of Pennsylvania for $4 million. Seller is owned by Nelson Goldberg, who has no other broadcast interests. Buyer is subsidiary of Salem Communications, Camarillo, CA-based group of eight AM's and five FM's owned by Edward G. Atsinger III and Stuart W. Epperson. Granted Sept. 30.

■ WOFM(FM) Moyock, NC (92.1 mhz; 1.7 kw; HAAT: 420 ft.)—Granted assignment of license from Southland Communications Inc. to American Eagle Communications of Virginia Inc. for $1,538,461. Seller is owned by Klaus Rabb and James Hunt. It has no other broadcast interests. Buyer is owned by Joseph Kennedy, Mike Kromirs and Jim Rees. Hunt will retain minority ownership of station. Granted Oct. 6.

■ KXXV(TV) Waco, TX (BALCT870514KG; ch. 25; ERP vis. 5,000 kw; aur. 500 kw; HAAT: 2,544 ft.)—Granted assignment of license from Central Texas Broadcasting to Shamrock Broadcasting for $12,535,000. Seller is owned by Robert A. Mann and family. It has no other broadcast interests. Buyer is Burbank, CA-based group of four AM's, seven FM's and three TV's owned by Roy E. Disney and family. Attorney for buyer: Norman P. Leventhal. Granted Sept. 30.

■ KLTX(FM) Seattle, WA (BALH870731HF; 95.7 mhz; 100 kw; HAAT: 1,150 ft.)—Granted assignment of license from Thunder Bay Communications to Ackerley Communications for $8.7 million. Seller is owned by Gordon Stenback and Earle Horton. It is also selling KIXI(AM) Seattle and will have no other broadcast interests. Buyer is Seattle-based group of two AM's, one FM and five TV's owned by Barry Ackerley. Attorney for seller: Verner, Liipfert, Bernhard, et al. Attorney for buyer: Rubin, Winston & Diercks. Granted Oct. 1.

■ WKEE-AM-FM Huntington, W.VA (BAL870819HA; 800 khz; 5 kw-D; FM: 100.5 mhz; 53 kw; HAAT: 560 ft.)—Granted assignment of license from Capitol Broadcasting Co. to Adventure II Inc. for $3.1 million. Seller is Raleigh, NC-based group of two AM's, five FM's and one TV principally owned by James F. Goodman. Buyer is owned by Michael Shott, who also owns WHIS(AM)-WHAJ(FM) Bluefield, W.VA. Granted Sept. 30.

New Stations

Actions

AM's

■ Eugene, OR (870331AU)—Returned application of Bjornstad Broadcasting Co. for 860 khz. Address: 2623 Gay St.; Eugene Ore. 97401. Engineer: Kenneth Williams, Jr. Principal is owned by Paul C Bjornstad, who has no other broadcast interests. Action Oct. 2.

■ Santa Clara, OR (870327AN)—Returned application of Jerry J. Collins for 650 khz. Address: C/O WDCQ, 1227 Del Prado Blvd., #103, Cape Coral, FL 33904. Attorney: Fletcher, Heald & Hildreth. Engineer: Robert Jones. Principal, Collins, is owner of WDCQ(AM) Pine Island Center, FL. Collins is permittee of new AM, Carmel Valley, CA. Action Oct. 2.

■ Cordova, SC (BP861202AF)—Returned app. of Robert Jones for 840 khz. Address: 613 S. Lagrange Rd., Lagrange IL 60525. Engineer: Robert Jones. Principal has interest In WRPQ(AM), Baraboo, WI; KKMC(AM), Gonzales, CA; WCHP(AM), Champlain, NY; WLVJ(AM), Royal Palm Beach, FL; WWRJ(AM), Hollywood, SC; WJKB(AM), Sarasota, FL; WGOR(AM), Christmas, FL; KFRP(AM), Rocklin, CA; KTCO(AM), Manor, TX and WGNZ(AM), Tuckahoe, VA. Action Oct. 2.

FM's

■ South Sioux City, NE (861112MA)—Returned application of Jerold E. Gunsolley for 107.1 mhz; 3 w; HAAT: 328 ft. Address: 711 East 21 St., South Sioux City, NE 68776. Attorney: Shack, Buenzle & Hill. Engineer: John E Dettra, Jr. Principal has no other broadcast interests. Action Oct. 5.

■ South Sioux City, NE. (861112ML)—Returned application of Rudy L. Spirk for 107.1 mhz; 3 kw; HAAT: 328 ft. Address: 231 Wedgewood Dr., South Sioux City, NE 68776. Attorney: Richard J. Hayes Jr. Engineer: F.W. Hannel. Principal has no other broadcast interests. Action Oct. 5.

■ Las Vegas (BPED841130MA)—Granted application of Education Committee of Calvary for 88.7 mhz; .112 kw H&V kw; HAAT: 1469 ft. Address: Chapel Of Las Vegas, 2500 West Washington Ave., Las Vegas 89106. Engineer: Robert L Purcell. Principal is headed by Rev. John Parenti. It has no other broadcast interests. Action Sept. 30.

■ Berlin, NH (BP870306AC)—Granted application of Joseph C Motto for 1230 khz; Address: 4133 Albany St., Albany, NY 12205. Attorney: Lauren A. Colby. Engineer: E Harold Munn, Jr. Principal has no other broadcast interests. Action Oct. 1.

■ Bowie, TX (BPH860203MR)—Dismissed application of Bowie Broadcasting, Ltd. for 100.7 mhz; 3 kw; HAAT: 328 ft. Address: Highway 59 N, Bowie TX 76230. Attorney: Barbara M. Barron. Engineer: Kurt D. Voss. Principal is owned by Barbara McCormick. It has no other broadcast interests. Action Sept. 30.

■ Bowie, TX (BPH860203MS)—Granted application of Everett C. Mason for 100.7 mhz; 1.53KW (H&V) kw; HAAT: 460 ft. Address: 100 Nina, Bowie, TX 76230. Engineer: Charles Paul Crossno. Principal is president of Bowie Nocona Broadcasting, Inc., licensee of KBAN(AM) Bowie, TX. Action Sept. 30.

■ Haymarket, VA (BP861202AI)—Granted application of Daniel S. Lee for 1530 khz; Address: 567 W. Diamond Ave., Gaithersburg, MD 20877. Engineer: Robert M Lund. Principal has no other broadcast interests. Action Oct. 1.

Summary of broadcasting
as of September 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

Facilities Changes

Applications

■ Deerfield Beach, FL, WJNO, 1230 khz—870916-Application for mod of CP to chg TL to: Pompano Beach Broward, FL 26 15 18 80 08 49

■ Pinellas Park, FL, WHBO, 1050 khz—870925-Application for CP to augment standard pattern.

■ Rockledge, FL, WWBC, 770 khz—870924-Application for CP to change TL to: 1.2mi SW of Hwy 520 & I-95 near Cocoa Brevard, FL. 28 21 13 80 48 52

■ Gardnerville, NV, KUIP, 840 khz—870929-Mod of CP to chg TL to: 1.8MI SSE of Stewart Carson City, NV 39 05 33 119 44 43

■ Norfolk, VA, WJCB, ch. 49—870918-mod of CP to change ERP-vis: 495.9 kw; HAAT: 155 M; ant: Bogner DUI8B.

Actions

■ Anchorage, AK, KSKA, 91.1 mhz—871005-Application (BPED870316ID) Granted for CP to change HAAT: 58 M H&V; make chgs in antenna system.

■ Mountain Home, AR, KCMH, 91.5 mhz—870928-Application (BMPED870306ME) Granted for mod of CP to make changes. change TL: 1.8mi N of Buford & 4.3mi SW of Mountain Home, near Buford, AR; chg. ERP: 0.4kw H&V; HAAT: 128.3 M H&V. 36 16 17 92 25 20

■ Lancaster, CA, KAVL, 610 khz 871002-Appplication (BP870327AO) Returned for CP to increase pwr to 4.0kw night; increase day pwr to 5.0kw.

■ Santa Barbara, CA, KBLS, 990 khz—871001-Application (BP870211AH) Granted for CP to cng hours of operation to unl by adding night service with 1kw & make chgs in antenna system.

■ Grand Junction, CO, KVEE-FM, 92.3 mhz—870929-Application (BPH861212MA) Granted for CP to change TL: Black Ridge Electronics Site, CO; chg. ERP: 100kw H&V; HAAT: 568.4 M H&V; and make changes in antenna system. 39 03 57 108 44 45

■ Southington, CT, WNTY, 990 khz—871001-Application (BMP870326AJ) Granted for mod of CP (BP860506AD) to increase power to 1kw.

■ Vero Beach, FL, WGYL, 93.5 mhz—870928-Application (BPH870226MF) Granted for CP to make changes: 1 3kw H&V; chg. HAAT: 146 M H&V.

■ Douglas, GA, WDMG-FM, 99.5 mhz—870928-Application (BPH870227IW) Granted for CP to chg. TL: 1.5mi S of Bushnell Community, near Bushnell, GA; chg. HAAT: 31 M H&V; and make changes in antenna system. 31 32 12 82 57 49

■ Waycross, GA, WAYX-FM, 102.5 mhz—870928-Application (BPH870305MB) Granted for CP to make changes. TL: 1.75mi E of Hickox, GA; change HAAT: 979 FT. H&V 31 09 13 81 58 00

■ Boise, ID, KJOT, 105.1 mhz—870930-Application (BPH861126IF) Dismissed for CP to install auxiliary system; chg TL: on top of Tablerock Mountain, E-SE of Boise, ID; chg ERP: 3.01kw H&V; chg HAAT: 269' H&V. 43 35 41 116 08 39 (for auxiliary purposes only).

■ Couer D'Alene, ID, KETB, 102.3 mhz—871005-Application (BMPH870812IA) Dismissed for mod of CP (BPH820927AG) to change TL: Western Slope of Canfield Butte, 3.1mi NE of US 90 and Rte 95, Coeur D'Alene, ID. 47 44 03 116 45 00

- C1750-1
10/23/87

The Fifth Estate

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Broadcasting Oct 26

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57th Year 1987
SPECIAL REPORT

Vol. 113 No. 17

Broadcasting Oct 26

Valenti and Mooney's verbal volley... page 49.

Telecom 87: Talking technology and politics... page 50.

CODIFYING FAIRNESS □ Senate Commerce Committee OK's proposal that would reinstate fairness doctrine and set fee on station and CP sales with revenue going to noncommercial broadcasting. **PAGE 43.**

AFTER THE FALL □ After what some referred to as "Black Monday"—when stock market plunged record 508 points—broadcasting industry takes stock of its investments. **PAGE 44.**

NO CIGARS □ NBC-NABET strike comes close to settlement; however, objections by workers representing less than 2% of union's total membership send strike into another week. **PAGE 129.**

REYNOLDS RAP □ GenCorp CEO Bill Reynolds was in Washington, publicly defending his RKO General subsidiary against FCC administrative law judge who has held RKO unfit to be broadcast licensee. **PAGE 52.**

CHILDREN'S HOUR □ FCC launches children's advertising proceeding which could lead to new time limits on commercial ads. **PAGE 54.**

EAST IS STILL EAST □ FCC decides against eliminating geographical restriction on assigning call letters west and east of the Mississippi River. **PAGE 56.**

MOVING FORWARD □ Forward Communications will cease to exist after it sells its five TV stations to Adams Communications Corp. **PAGE 58.**

HIGH ON HDTV □ Interest in high-definition television has heightened among those in Fifth Estate. Examination of its promise and problems begins on **PAGE 63.**

SMPTE '87 □ Some 17,000 are expected to attend annual Society of Motion Picture and Television Engineers gathering in Los Angeles Oct. 31-Nov. 4 this year, meeting under banner, "Imaging and Sound—Today and Tomorrow." **PAGE 82.**

MIPCOM MARKETPLACE □ TV executives from around world gather in Cannes, France, to buy and sell programing. **PAGE 92.**

THE MORNING AFTER □ In early March, CBS News underwent massive budget and staff reductions. Almost eight months later, with revamped *Morning Program* and new prime time documentary series under its charge, news division will add 100 people and between $30 million and $40 million to its budget. **PAGE 102.**

WHO'S WHERE □ NAB has reorganized its committees for 1987-88; list of 32 committees and task forces responsible for recommending policy on broadcasting issues begins on **PAGE 105.**

LEADING EDGER □ Dick Green, head of broadcast operations and engineering for PBS, has devoted his career to the theory and practice of improved broadcast engineering. **PAGE 127.**

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Open Mike

Standard bearer

EDITOR: Al Kenyon should be congratulated for engineering a highly successful AM station. However, Al's views on the National Radio Systems Committee (NRSC) standard (BROADCASTING, Oct. 12) are not shared by many in the AM industry. The issues in his letter were debated and settled by the NRSC over a year ago, in the summer of 1986.

Unmentioned in Al's letter, one benefit of the NRSC preemphasis standard is to provide a reference curve from which AM receiver manufacturers can design future receivers. Thus, Al can use the standard himself as a reference point of departure from which to determine how WDAF will sound on an NRSC receiver.

It is true, as Al points out, that a particular preemphasis curve—in AM or FM transmission—will change with time and according to the nature of program material. It is for this reason that the NRSC preemphasis standard *is not defined using program material but instead defined using tone measurement techniques with the station's audio processor disabled.* Because today's multiband audio processors affirmatively compress and limit audio signals as a function of the audio signal's frequency, the NRSC preemphasis curve *in practice* provides a reference to enable the audio processor to know how much compression/limiting to provide. Al's perceived paucity of midrange sound with the NRSC standard is as much a function of the NRSC standard preemphasis as it is of Al's choice of how much compression/limiting to use at midrange frequencies.

The particular NRSC 75 microsecond preemphasis standard was chosen to produce the best possible sound on the largest number of AM receivers. There will be 1% or 2% of receivers where, I'm sure, a less than satisfactory sound will be perceived. But this would be true for whatever preemphasis standard Al employed; and, without duplicating the extensive research conducted by the NRSC, in active cooperation with AM receiver manufacturers, Al cannot say that an alternative curve would produce optimum sound on nearly all AM receivers.

Finally, whether the NRSC standard should be submitted for FCC rulemaking was submitted recently to the NRSC for a vote. By a 6 to 1 majority the NRSC favors the standard's submission to the FCC. And, many of the concerns raised by those in opposition to such a submission can be accommodated by careful drafting of the proposed

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regularly to update viewers on the lastest prices and developments. *Moneyline*, CNN's daily early evening business show, was expanded to an hour Monday. NBC News broke the story of the raid at 7:58 a.m. NYT Monday with report from correspondent Jim Miklaszewski at the Pentagon. At 9 a.m., NBC covered a live briefing from Secretary of Defense Cap Weinberger at the Pentagon. At 9:30 a.m. Tom Brokaw anchored a 25 minute report on the raid. Brokaw was back at 11:30 for 11 minutes with the first pictures of the burning oil rig. Brokaw appeared once more, at 3:55 p.m. with NBC's consultant and former White House chief of staff Donald Regan supplying analysis. At 11:30 p.m., Brokaw anchored a 20-minute special report which competing with similar reports from CBS News and, in some markets, Fox Television.

The next day, Brokaw did six cut-ins—two-to- 12-minutes long—to report the jet crash and provide updates on the rallying market. Wednesday demanded only one, at noon. Shortly before noon on Friday, it carried Shultz's press conference live from Moscow.

ABC presented a bulletin on the Persian Gulf raid at 8:11 a.m. NYT during *Good Morning America* and a full 19-minute report at 9 a.m. built around Weinberger's briefing. Peter Jennings anchored.

At the end of an 18-minute update at 12:21 p.m. on the raid containing video on the oil rig taken from an ABC helicopter, Jennings noted that "the stock market today has been going bananas." At 4 p.m., Jennings anchored another special report detailing the full extent of the crash and followed up during *World News Tonight*.

Nightline, delayed until after midnight on the East Coast by Monday Night Football on Monday and the World Series coverage on Tuesday and Wednesday, featured the stock market on all three days.

Tipped off that the U.S. would take some action in the Persian Gulf Sunday night, Dan Rather was ready to go at 6:30 a.m. NYT. After confirming the raid with Washington sources, CBS News reported it during its regularly scheduled insert in *The Morning Show* at 8:03 a.m. and Rather came on 20 minutes later with a full report. With Rather anchoring, CBS News cut in again at 9 p.m. for the Weinberger briefing. Rather was back shortly after 11 a.m. for a five-minute cut-in, but, by then, the top news was the stock market. Rather did three more cut-ins during the afternoon to update viewers prior to the evening news. And, at 11:30 p.m., he anchored a half-hour report on the day's events.

Rather appeared five times Tuesday for up to 11 minutes with updates on the market, the stock market and the Persian Gulf. The 5:01 p.m. cut-in featured a live brief impromptu press conference with the President. CBS carried Schulz's press conference from Moscow on Friday despite some difficulties with its satellite feed.

By the end of the extraordinary week, many broadcast journalists were feeling like CNN's Dobbs was on Thursday as he prepared to go on for yet another stock-market update. "You are talking to Silly Putty with a voice and the voice is about to go," he said.

Observers see little effect on station trading; brokers and analysts expect more caution but no basic change in market; stock buybacks biggest response to lower prices

The word from station brokers, analysts and owners is that its too early to tell about the fallout from the stock market plunge of last week to predict any real effects it may have on station trading. But most felt it would have a minimal effect on station sales.

Tom Buono, of Broadcast Investment Analysts in Washington, described the market crisis as an irrational panic situation. "People are losing track of underlying intrinsic value of of the stocks they're selling," said Buono. He felt that it was too early to see the complete picture from the plunge, but predicted the results would be minor for most broadcasters and station trading. "For the short term there will be an undercutting of the market, with some hesitation and confusion," said Buono, causing a brief slowdown in station sales. "We had just started to see some activity recently and that may be stalled temporarily." For the long term, Buono felt that demand might diminish because [illegible] lack of resources in companies hurt by the plunge, but that might be offset by a new desire to diversify from public stock holdings to media interests. However, his inclination was that demand would be down slightly.

Jim Blackburn, president of Blackburn & Co., said he felt the stock market decline would make everyone a little more cautious, but also felt there was no logical cause for the crisis. "None of the capital markets have been affected," said Blackburn. "There's no logical reason for it." One effect Blackburn saw was a new opportunity for publicly held broadcasting companies. "Many of these companies were operating with stock values equal to the asset values of their stations," said Blackburn, "and they generally sell at 80% of their asset value. Now is a perfect time for them to buy back their stock, and if things don't rebound after that, they should think about going private." Many firms have already begun stock repurchase plans (see page 47). As for station trading, Blackburn felt there would be no lessening in demand by buyers, and with no increase in interest rates, he expected there would no decrease in sales activity. Another effect Blackburn mentioned was that some firms that had been considering going public would probably pull back and wait.

A case in point is Fairfax, Va.-based EZ Communications, which was ready to make its first public offering this month. EZ President Alan Box said it had withdrawn the public offering indefinitely. "We put the whole thing on hold because we felt the selling prices would be much lower than we originally expected," said Box. "We had thought that the shares would sell for between $11 and $13," he said, "but they would undoubtedly be significantly less than that after the fall. We don't have to go public, so we won't, perhaps ever." Box pointed to other public companies whose stock prices had fallen significantly as the main reason for believing that EZ's offering would not reap the previously expected return.

Some firms have taken advantage of the crisis and the lower prices. Price Communications, which completed the sale of seven radio stations and the purchase of four TV's in May, has reacted quickly to the stock market crisis. Company President Robert Price had used the firm's large cash resources to buy common stock, but he said that he sold those interests about six weeks ago because he thought a crisis might be coming. Price feels the current situation is an abnormality that will correct itself soon. "The economy is in great shape; all the indicators point to the fact that this is an aberration," said Price. He said that his company started buying stocks again last Friday (Oct. 23). He said the buys were of "high quality stocks," which he would not identify. ☐

Stock stats. To help put some perspective on the historic crash of Oct. 19, BROADCASTING has created a set of indexes that reflect the overall damage sustained by the companies listed on the Stock Index (see page 60).

The BROADCASTING Stock Index is divided into six groups, Broadcasting, Broadcasting with other major interests, Programing, Service, Cable and Electronics/Manufacturing. Each group sustained heavy losses, and, taken as a whole, the 152 stocks fared no better. For comparison, the Dow Jones Industrial average and the Standard & Poor's 400 are listed for the same time period. The BROADCASTING indexes are simple averages, taken from the magazine's weekly Stock Index, that represent the average price of all the stocks that appear in each of the six groups. The overall average represents the average price of all 152 stocks. The dates are for Wednesday closing prices and span the time period just prior to the DJIA's Aug. 25 high (2722.42) and two days after the crash of Oct. 19., when the Dow closed at 1738.74.

Index	8/19	8/26	9/2	9/9	9/16	9/23	9/30	10/7	10/14	10/21	8/19-10/21 % chg.
Broadcast.	59.09	60.03	62.71	58.90	60.60	60.32	62.00	61.54	59.33	51.35	−13.10
Broadcast w/oth.	55.45	57.09	55.32	54.45	55.27	55.37	55.67	55.47	52.83	43.84	−20.94
Programing	18.42	18.63	18.31	17.74	17.65	17.73	17.73	17.32	16.37	13.03	−29.24
Service	30.46	30.04	29.79	29.04	29.44	29.29	29.61	28.71	28.25	23.44	−23.04
Cable	30.06	31.30	29.95	28.68	29.32	29.31	29.37	29.65	29.32	24.62	−18.10
Elec/Man.	30.08	30.86	29.40	29.04	29.09	29.88	30.17	29.58	28.20	22.25	−26.03
Overall	36.89	37.70	36.89	35.97	36.47	36.61	36.96	36.61	35.15	29.11	−21.09
DJIA	2665.82	2701.85	2602.04	2549.27	2530.19	2585.67	2596.28	2551.08	2412.70	2027.85	−23.93
S&P 400	384.75	390.91	376.33	366.72	367.94	375.29	375.85	371.19	352.70	295.71	−23.14

sold some satellite rights to programs, although Worldvision's Cohen acknowledged still believing that "with few exceptions," it's not the time to "dump" product. "All of the events, all of the new technologies, are going through early growth stages. There's far more advantage to seeing the direction, hanging tight as the European market emerges in new directions. It's absolutely essential that every distributor protect its rights, both language and, where possible, territorial rights," Cohen said.

For now, other than ongoing deals with several-year-old Sky Channel, the newer U.K.-based super channel and a handful of others including Luxembourg's RTL Plus, the most active satellite buyer at MIPCOM was probably the Scandinavian Scansat, which is due to launch as an advertiser-supported service at the beginning of the year on a British satellite and expects by next fall to take the two channels on the medium-power direct broadcast satellite, Astra, of Luxembourg.

Among recent Scansat deals have been series and film purchases from 20th Century Fox, ABC, Columbia, New World and Disney, where, according to Edward Borgerding, managing director of sales and marketing for Buena Vista International, the satellite channel signed in recent weeks a three-year deal for five hours a week of Disney feature films, television movies and series.

The uncertainty over Europe's satellite business and France's direct broadcast satellite service in particular, was brought home at MIPCOM at a press conference called by British media owner Robert Maxwell. Maxwell, who was to be on the French satellite scheduled for launch next spring through his substantial holdings in France's TF-1 national channel, scolded the French government for what he characterized as a failure to "resolve commercial problems that face us and others who want to buy channels" and threatened to move to the Astra project instead, buying six transponders on the Luxembourg medium-power satellite scheduled to launch next September.

According to Maxwell and others, the four potential programers for the service—French channels TF-1, A2, LA 5 and M6—will drop out of the venture if the annual transponder fee is not dropped further from its approximately $12.5-million-a-year level (even though it has already been cut from an original $20 million per year). Transponder fees on Astra are between $4.5 million and $7.5 million, while fees on the low-power French satellite are just over $4 million a year.

Complaining to reporters of an "unacceptable confusion in government policy," Maxwell said, "I have been commited for a long time to a French solution, but if there is no other means, I will sign with Astra. France will be stranded with a very expensive satellite and will not be able to use it."

Maxwell, whose satellite TV ventures already include film channel Premiere, MTV Europe in a joint venture with Viacom and British Telecom and a just-announced 30% partnership in a French-language pay film channel, TV Club Belgium, said he would take those services to Astra, while offering the other three channels to rival Murdoch's Sky Channel, a children's channel and a sports service.

Despite the confusion, Astra is moving ahead with its own launch and promotion plans, detailing them in a press conference in Cannes. Among the more likely channels would be the two taken by the Scandinavian

Four in a row for you-know-who

NBC's the winner for the fourth week of the season (ended Oct. 18), but it's the first time for ABC to take second place, thanks, in part, to the broadcast of World Series games one and two.

According to Nielsen figures for households, NBC won the week with an 18.4 rating and a 30 share. ABC took second place with a 15.0/25, beating CBS's 13.4/22. (For week three, it was CBS in second with a 15.1/25, and ABC third with a 13.4/22. NBC won that week with a 16.1/27.)

The AGB figures also put ABC in second place, but by a much slimmer margin. AGB gave NBC the week with an 18/30, while ABC edged out CBS by 0.1 rating point, 13.4/23 over 13.3/22.

For evening news, according to Nielsen figures, it was the *CBS Evening News* on top, beating out the competition with an 11.6/23. ABC came in second with a 10.2/20. NBC had a 9.7/20. (For week three, the *CBS Evening News* took first place with an 11.4/23 over NBC's 9.5/20 and ABC's 9.2/18.)

The top four programs on both Nielsen's and AGB's charts are *The Cosby Show, A Different World, Cheers* (all NBC), and ABC's *Growing Pains*. NBC's *Night Court* and ABC's *Who's the Boss?* trade fifth and sixth places on the two charts.

Seventh place, on Nielsen, was NBC's *Sunday Night Movie, Right to Die*, but AGB has the same movie ranked 30th. In its place, AGB lists NBC's *Golden Girls*. (*Golden Girls* came in 11th on Nielsen.)

ABC's *Moonlighting* took eighth place on AGB and 10th on Nielsen. The second game of the World Series came in ninth on the AGB list and eighth on Nielsen. Game seven of the National League playoffs came in ninth on Nielsen.

CBS's *Newhart* pulled in to 10th place on the AGB list, and 15th on Nielsen.

The season premiere of NBC's *L.A. Law* ranked 12th on the Nielsen

Nielsen

Rank	Show	Network	Rating/Share
1.	Cosby Show	NBC	30.0/49
2.	Different World	NBC	26.7/43
3.	Cheers	NBC	25.3/40
4.	Growing Pains	ABC	24.6/38
5.	Night Court	NBC	23.2/38
6.	Who's the Boss?	ABC	22.6/36
7.	NBC Sunday Night Movie	NBC	22.0/34
8.	World Series, game 2	ABC	21.9/34
9.	N.L. Championship, game 7	NBC	21.1/35
10.	Moonlighting	ABC	21.0/32
11.	Golden Girls	NBC	20.3/36
12.	L.A. Law	NBC	20.2/35
13.	ALF	NBC	19.9/31
14.	World Series, game 1	ABC	19.2/35
15.	Newhart	CBS	19.2/29
16.	N.L. Championship, game 6	NBC	19.0/32
17.	Family Ties	NBC	19.0/28
18.	My Two Dads	NBC	18.8/27
19.	60 Minutes	CBS	18.7/32
20.	Valerie's Family	NBC	18.4/28
21.	Hooperman	ABC	17.9/27
22.	Head of the Class	ABC	17.8/28
23.	Dallas	CBS	17.7/30
24.	Kate & Allie	CBS	17.6/27
25.	NBC Monday Night Movies	NBC	17.5/28
26.	Country Music Awards	CBS	17.3/28
27.	Perfect Strangers	ABC	16.8/27
28.	227	NBC	16.6/29
29.	Murder, She Wrote	CBS	16.5/25
30.	Hunter	NBC	16.3/31
31.	Knots Landing	CBS	15.8/27
32.	Amen	NBC	15.8/28
33.	Dynasty	ABC	15.2/26
34.	Beauty and the Beast	CBS	15.2/27
35.	World Series, pregame 2	ABC	15.1/25
36.	Falcon Crest	CBS	15.1/28
37.	Slap Maxwell Story	ABC	14.5/23
38.	Jake and the Fatman	CBS	14.4/22
39.	Magnum, P.I.	CBS	14.3/22
40.	Miami Vice	NBC	14.3/24
41.	CBS Sunday Movie	CBS	14.1/21
42.	Frank's Place	CBS	13.8/22
43.	N.L. Champ., pregame 7	NBC	13.5/23
44.	Facts of Life	NBC	13.5/25
45.	Thirtysomething	ABC	13.3/23
46.	World Series, pregame 1	ABC	13.1/25
47.	20/20	ABC	13.0/23
48.	Monday Night Football	ABC	12.9/23
49.	Equalizer	CBS	12.7/22
50.	Law and Harry McGraw	CBS	12.6/22
51.	N.L. Champ., pregame 6	NBC	12.4/21
52.	Wiseguy	CBS	11.9/19
53.	Oldest Rookie	CBS	11.9/19
54.	Disney Sunday Movie	ABC	11.6/19
55.	Houston Knights	CBS	11.5/18
56.	Our House	NBC	11.3/18
57.	Rags to Riches	NBC	10.6/19
58.	Tour of Duty	CBS	10.4/17
59.	Full House	ABC	10.0/18
60.	I Married Dora	ABC	10.0/18
61.	Private Eye	NBC	9.8/18
62.	ABC Thursday Night Movie	ABC	8.6/14
63.	Charmings	ABC	8.1/13
64.	Sledge Hammer	ABC	7.7/12
65.	My Sister Sam	CBS	7.0/13
66.	Max Headroom	ABC	6.2/11
67.	Funny, You Don't Look 200	ABC	6.1/10
68.	Leg Work	CBS	5.6/10
69.	Everything's Relative	CBS	5.6/10
70.	West 57th	CBS	5.2/10

AGB

1.	Cosby Show	NBC	28.4/48
2.	Different World	NBC	25.9/43
3.	Cheers	NBC	25.4/42
4.	Growing Pains	ABC	23.7/38
5.	Who's the Boss?	ABC	23.5/38
6.	Night Court	NBC	23.1/39
7.	Golden Girls	NBC	22.2/39
8.	Moonlighting	ABC	20.6/32
9.	World Series, game 2	ABC	20.3/32
10.	Newhart	CBS	20.1/32

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■ Elkton, KY, WSRG, 1070 mhz—871008-Application (BP870330AF) returned for CP to increase power to 1.0 kw.

FM's

■ Corning, CA, KEZD, 100.7 mhz—871007-Application (BMPH861020IJ) Dismissed For Mod of CP to chg TL: Tuscan Butte Electronic Site, near Red Bluff, CA. 40 15 31 122 5 20

■ Paauilo, HI, KHCR, 95.9 mhz—871006-Application (BMPH861202ID) Granted for mod of CP to make chgs; chg freq: 103.7 mhz (per Docket #85-261); chg TL: Ulupalakua Ranch, Ulupalakua, HI; chg ERP: 100 kw H&V; chg HAAT: 1211' H&V 20 38 18 156 23 01

■ International Falls, MN, KSDM, 94.3 mhz—871006-Application (BPH870108IC) granted for CP to make changes: chg freq: 104.1 mhz, Chan. 281 (per Docket #80-495); chg ERP:: 8.5 kw H&V; chg HAAT: 48.2 m H&V. 48 35 39 93 22 56

■ Corinth, MS, WXRZ, 94.3 mhz—871014-Application (BPH861016IB) granted for CP to change HAAT: 300' H&V.

■ Nashua, NH, WHOB, 106.3 mhz—871014-Application (BMPH860925IC) granted for Mod of CP to make chgs: chg ERP: 3 kw H&V; chg HAAT: 100 m H&V.

■ Denton, TX, KNTU, 88.1 mhz—871005-Application (BMPED861031MA) Granted for mod of CP to change main transmitter location: 5.2 mi. N of town, W of Rte 2164, on campus property (approximately 850', 80' S on same university-owned property), Denton, TX.

■ Lampasas, TX, KLTD, 99.3 mhz—871009-Application (BPH861104ID) granted for CP to make chgs. chg freq: 99.1 MHZ (per Docket #86-194); chg TL: 1.5 MI n of Hwy 1869, Bertram, TX; chg ERP: 100 kw H&V; chg HAAT: 299 m H&V chg to Class C1. 30 40 51 98 00 45

■ Lorenzo, TX, KVOQ, 98.3 mhz—870925-Application (BPH870602IP) Granted for CP to make chgs. freq: 98.1 mhz (per docket #86-361); chg TL: Hwy 1729, 1 mi. N of the intersection of Hwy 1729 & Hwy 40, Lubbock, TX; chg ERP: 50kw H&V; chg HAAT: 132.5 m H&V. 33 36 32 101 43 45. Petition for reconsideration filed June 2. File number changed from BPH870331QB by FCC letter dated Sept. 10.

TV

■ Forest City, NC, WSQY-TV, ch. 66—871009-CP cancelled and call sign deleted.

■ Greenville, NC, WXIV, ch. 14—870831-Construction Permit (BPCT820216KG) cancelled and call letters deleted.

Actions

Commission Actions

■ Commission Authorizes Nighttime Operation for Certain Daytime-only AM Clear Channels MM Docket 84-281 (Report DC-1022, Action in Docket Case)—As result of international agreements, FCC has adopted rules to permit certain daytime-only stations on 14 foreign Class I-A clear channels to operate at night, and partially implemented nighttime operation of daytime-only AM stations on 1540 kHz. Action by commission Oct. 9 by MO&O (FCC 87-320).

■ FCC Affirms Rules Concerning RF Lighting Devices Gen Docket 83-806 (Report DC-1026, Action in Docket Case)—FCC has affirmed that radio frequency lighting devices will continue to be subject to standards specified in Part 18 of rules concerning industrial, scientific and medical equipment. Action by commission Oct. 9 by R&O (FCC 87-325).

■ FCC Upholds Grant of New TV Station at Omaha to Pappas Telecasting BC Dockets 81-178-179 (Report DC-1021, Action in Docket Cast)—FCC has upheld Review Board's grant of construction permit to Pappas Telecasting of Midlands for new commercial UHF TV station at Omaha, NE, and denied Christian Broadcasting of Midlands, Inc.'s request for reconsideration. Action by commission Oct. 13 by MO&O (FCC 87-328).

■ FCC Consents to Assignment of KCMT(TV) at Alexandria and KNMT(TV) at Walker, MN (Report MM-276, Mass Media Action)—Commission has consented to assignment of licenses of KCMT (Channel 7, CBS) at Alexandria and KCMT's satellite, KNMT (Channel 12, CBS) at Walker, MN, from Central Minnesota Television, Inc. to Midwest Call Letters, Inc., 100% owned subsidiary of Midwest Communications, Inc. Action by commission Oct. 15 by MO&O (FCC 87-331).

■ FCC Approves Settlement Agreement In Newberry, SC, FM Proceeding MM Dockets 84-63, 84-66 (Report DC-1031, Action in Docket Case)—FCC has approved settlement agreement between Professional Radio, Inc. and Service Radio Company. Granted Professional construction permit for an FM station on Channel 292A (106.3 MHz) at Newberry and dismissed competing application of Service Radio. Action by commission Oct. 16 by MO&O (FCC 87-332).

■ Commission Upholds Transfer of Control of Viacom International (Report MM-277, Mass Media Action)—FCC has upheld transfer of control of Viacom International, Inc. from its shareholders to Viacom, Inc., over objection of Wodlinger Broadcasting of Texas, Inc. Action by commission Oct. 16 by MO&O (FCC 87-333).

■ FCC Upholds Staff Denial of Gerald A. Turro's STA Request (Report MM-278, Mass Media Action)—FCC has upheld its staff's denial of Gerald A. Turro's request for Special Temporary Authorization and waiver of rules so his New Jersey FM translator station, W276AQ, could originate local programming, including "commercial material." Action by commission Oct. 16 by Order (FCC 87-334).

■ FCC modifies call-sign rules, but retains geographic restrictions on "K" and "W" letter designation—MM DOCKET 87-11 (Report DC-1032, Action in Docket Case) Decided to retain the restriction on the assignment of "K" and "W" as the first letter of call signs east and west of the Mississippi River, while modifying certain other aspects of the call-sign rules. Action by the Commission Oct. 20 by R&O (FCC 87-337).

■ FCC seeking to eliminate TV-to-land mobile interference problems MM DOCKET 87-465 (Report DC1034, Action in Docket Case)—Began proceeding seeking to eliminate the interference problems between television stations operating on Channel 14 or 69 and adjacent-channel land mobile operations, thereby permitting greater broadcast use of vacant allotments on those channels and lifting the suspension of new Channel 69 assignments. Action by the Commission Oct. 20 by NPRM/NOI (FCC 87-336).

Staff Actions

■ Ellwood, CA—Designated for hearing 20 applications for a new FM station on Channel 233B (94.5 MHz) at Ellwood. (MM Docket 87-429 by Order [DA 87-1398] adopted Sept. 29 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Twentynine Palmes, CA.—Designated for hearing the mutually exclusive applications of John Michael Bosquez, Carter Broadcasting Corp., Desert 31 Television, Inc., and Twentynine Palms Broadcasting Corp. for a new TV station on Channel 31 at Twentynine Palms. (MM Docket 87-488, by Order [DA 87-1379] adopted Sept. 29 by the Chief, Video Services Division, Mass Media Bureau).

Summary of broadcasting
as of September 30, 1987

Service	On Air	CP's	Total *
Commercial AM	4,893	170	5,063
Commercial FM	3,999	418	4,417
Educational FM	1,283	173	1,456
Total Radio	10,175	761	10,936
FM translators	1,115	766	1,881
Commercial VHF TV	543	23	566
Commercial UHF TV	463	222	685
Educational VHF TV	115	3	118
Educational UHF TV	203	25	228
Total TV	1,324	273	1,597
VHF LPTV	247	74	321
UHF LPTV	162	136	298
Total LPTV	409	210	619
VHF translators	2,981	145	3,126
UHF translators	1,998	293	2,291
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ Woodlake, CA—Designated for hearing, 15 mutually exclusive applications for new FM station on Channel 281B (104.1 MHz) at Woodlake. (MM Docket 87-430 by Order [DA 87-1392] adopted Sept. 29 by Chief, Audio Services Division, Mass Media Bureau.)

■ Pearl City, Wailuku and Kaunakakai, HI.—Denied petition by Larry G. Fuss Sr. to amend the TV Table by alloting Channel 7 to Pearl City; dismissed counterproposals and terminated proceeding. (MM Docket 85-111, by R&O [DA 871486] adopted Sept. 28 by the Chief, Policy and Rules Division).

■ Columbia, MO.—Asked George Thomas, an applicant for an FM station in Columbia, to indicate whether he will apply for, construct and operate a station on either Channel 230A (93.9 MHz) or Channel 223A (92.5 MHz). (MM Docket 86-410 by Request for Supplemental Information [DA 87-1503] adopted Sept. 28 by the Chief, Policy and Rules Division, Mass Media Bureau).

■ Wurtsboro, NY—Designated for hearing the mutually exclusive applications of Jerome Gillamn, Inc. and Preston Mark Pollack and Susan Lea Pollack for a new FM station on Channel 247A (97.3 MHz) at Wurtsboro. (MM Docket 87-428 by Order [DA 87-1374] adopted Sept. 29 by the Chief, Audio Services Division, Mass Media Bureau.)

■ Rocky Mount, NC.—Designated for hearing mutually exclusive applications of RMS Broadcasting, Family Broadcasting Enterprises and East Carolina Communications for a new TV station on Channel 47 at Rocky Mount. (MM Docket 87-446, by Order [DA 87-1433] adopted Sept. 29 by the Chief, Video Services Division).

Review Board Actions

■ Walkersville, MD (Elijah Broadcasting Corp. et al.) AM Proceeding.—Scheduled oral argument for Nov. 6 at 10:00 a.m., Room 235, 2000 L St., NW, on exceptions to the initial decision of ALJ Joseph Stirmer (FCC 87D-26, released July 30, 1987) granting the application of Reston Community Broadcasting, Inc., for a new AM station at Reston, VA, and denying the competing application of Elijah Broadcasting Corp. for AM facilities at Walkersville, MD. (The two other applicants in this proceeding did not file exceptions.) Each party will have 20 minutes for argument. Elijah Broadcasting may reserve part of its time for rebuttal. (By letter, Oct. 9.) (MM Docket 86-162).

■ Newton, NJ (Newton Television Ltd., et al.) TV Proceeding.—Scheduled oral argument for Nov. 13 at 9:00 a.m., Room 235, 2000 L St., NW, on exceptions to the Initial Decision of ALJ John M. Frysiak (FCC 87D-29, released Aug. 14, 1987) granting the application of Mountain Broadcasting Corp. for a new UHF television station on Channel 63 at Newton, and denying the competing applications of Newton Television Ltd., Newton Television, Inc., Vanguard Broadcasting, Press Broadcasting Co., and Newton Broadcasting Co. Ltd. Each party will have 20 minutes for argument. The losing applicants may reserve part of their time for rebuttal. (By letter, Oct. 13.) (MM Docket 85-399).

ALJ Actions

By Chief ALJ Thomas B. Fitzpatrick on dates shown:

■ Oakhurst, CA (Larry Ward Gamble and Ranjack Radio) AM Proceeding.—Designated Chief ALJ Thomas B. Fitzpatrick to preside in proceeding.—Scheduled prehearing conference for Dec. 3 and hearing for Jan. 11, 1988. (By Order, Oct. 9.) (MM Docket 87-427.)

■ Aspen, CO (Michael J. Benns, et al.) FM Proceeding.—Designated ALJ Walter C. Miller to preside in proceeding.—Scheduled prehearing conference for Jan. 6 and hearing for Feb. 16, 1988. (By Order, Oct. 5.) (MM Docket 87-424.)

■ Silverton, CO (Evelyn Kelly and Betty Reineke) FM Proceeding.—Designated ALJ Richard L. Sippel to preside in proceeding.—Scheduled prehearing conference for Dec. 9 and hearing for Jan. 8, 1988. (By Order, Oct. 9.) (MM Docket 87-425.)

By ALJ Joseph Chachkin on dates shown:

■ Grove City, OH (Belfry Broadcasting Co. Inc., et al.) FM Proceeding.—Granted request by FM Grove City Ltd. Partnership and dismissed its application with prejudice. (By Order, Oct. 8.) (MM Docket 87-178.)

■ Richmond, VA (Seaboard Broadcasting Co., et al.) FM Proceeding.—The following applications are dismissed with prejudice for failure to prosecute: HV Partners; Richmond FM Group Ltd. Partnership; Sally R. Eldred; Richmond Radio Group Ltd.; Kasbah Communications Corp.; Nicholas Broadcasting; Innovative Broadcasting Inc.; Commonwealth Communications, Ltd. Partnership; Minority Broadcasting Corp.; Eighty-Ninety Broadcasting Group Inc.; Honeycomb Broadcasting Inc.; Richmond Hispanic Radio, Inc.; One Hundred One Broadcasting, Inc.; Virginia Com-